



Pharmacy

Recruiting Resource Guide

Prepared by JWT Inside
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National Health Care Turnover Data ¹

Data January - June, 2007

Summary of Findings		
	<i>FTE</i>	<i>Person</i>
Vacancy		
Rehabilitation	8.7%	10.7%
Nursing	6.9%	10.3%
Technician	5.9%	6.9%
Professional	5.7%	5.7%
Office/Clerical	5.7%	6.1%
Allied Health	5.4%	5.4%
Entry Level	5.4%	6.0%
Turnover		
Entry Level	10.9%	11.7%
Nursing	7.5%	10.3%
Office/Clerical	7.3%	7.8%
Allied Health	6.1%	6.3%
Technician	5.8%	7.1%
Professional	4.7%	4.7%
Rehabilitation	2.3%	3.4%
	<i>D-t-Fill</i>	<i>D-t-Start</i>
Days-to-Fill and -Start		
Professional	89.2	101.2
Office/Clerical	68.6	78.9
Allied Health	66.1	79.8
Technician	64.2	85
Rehabilitation	53.6	67.4
Nursing	45.6	85.1
Entry Level	39.0	66.4
Cost-per-Hire		
Professional	\$6,348	
Allied Health	\$3,111	
Rehabilitation	\$2,904	
Office/Clerical	\$2,437	
Technician	\$2,412	
Nursing	\$2,170	
Entry Level	\$1,598	

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Health Care Overview State of the Union²

Hospitals Face Workforce Shortages in Key-Care Given Professions

1. Percentage of hospitals reporting recruiting more difficult in 2006 vs. 2005

Therapists (SLP, PT, OT)	11.4%
RNs	8.1%
Pharmacists	8.1%
Nursing Assistants	8.0%
LPNs	6.6%
Laboratory Technicians	5.9%
Imaging Technicians	5.9%

***And perceived to be getting worse**

2. Percentage of hospitals reporting recruitment more difficult

Therapists (SLP, PT, OT)	58%
RNs	44%
Pharmacists	44%
Laboratory Technicians	41%
Imaging Technicians	28%
Billing/Coders	28%
IT Techs	20%

***It's affecting patient care**

3. Staff/Patients/Hospitals are all losing the battle

Decreased staff satisfaction	49%
ED overcrowding	36%
Decreased patient satisfaction	35%
Diverted ED patients	21%
Decreased reduced beds	17%
Increased time to wait for surgery	13%
Cancelled surgeries	9%
Curtailed expansions	6%

² Source: 2007 AHA Survey of Hospital Leaders

Point Of View

The Point of View provides an overall review of communication strategies starting with professional organizations, print, online and conventions.

PHARMACY

A. Professional Associations

1. American College of Clinical Pharmacy, (ACCP): www.accp.com

Professional and scientific society that provides leadership, education, advocacy, and resources enabling clinical pharmacists to achieve excellence in practice and research. ACCP's membership is composed of practitioners, scientists, educators, administrators, students, residents, fellows, and others committed to excellence in clinical pharmacy and patient pharmacotherapy.

13000 W 87th St. Pkwy.
Lenexa, KS 66215-4530 USA
P (913)492-3311
F (913)492-0088
Members: 6,900
Job Postings: ACCP.com
Mailing List Rental: Available

2. American Pharmacists Association, (APhA): www.aphanet.org

Founded in 1852 as the American Pharmaceutical Association, the American Pharmacists Association represents more than 57,000 practicing pharmacists, pharmaceutical scientists, student pharmacists, pharmacy technicians, and others interested in advancing the profession. APhA, dedicated to helping all pharmacists improve medication use and advance patient care, is the first-established and largest association of pharmacists in the United States.

1100 15th St. NW, Ste. 400
Washington, DC 20005-1707 USA
P (202)628-4410
F (202)783-2351
Toll-Free: (800)237-APHA
Members: 26,000
Job Postings: Pharmacist.com
Mailing List Rentals: N/A

3. American Society of Health System Pharmacists, (ASHP): www.ashp.org

Professional society of pharmacists employed by hospitals, HMOs, clinics, and other health systems. ASHP provides personnel placement service for members, sponsors professional and personal liability program and conducts educational and exhibit programs. The Association includes 30 practice interest areas, special sections for home care practitioners and clinical specialists, and research and education foundation.

7272 Wisconsin Ave.
Bethesda, MD 20814 USA
P (301)657-3000
F (301)664-8867
Toll-Free: (866)279-0681
Members: 30,000
Job Postings: CareerPharm.com

Mailing List Rental: Available for exhibitors

4. Association of Black Health-System Pharmacists, (ABHP): www.myabhp.org

Founded in December 1978 as an outgrowth of the American Society of Health-System Pharmacists, ABHP is the professional organization that represents Black and minority health-system pharmacists. ABHP is dedicated to the growth and development of pharmacy practice in health care facilities; and strives to support the goals of the American Society of Health-System Pharmacists.

2910 Kerry Forest Pkwy., D4-393

Tallahassee, FL 32309

P (203)354-0247

F (203)354-0247

Members: N/A

Job Postings: MyABHP.org

Mailing List Rentals: N/A

5. Michigan Pharmacists Association, (MPA): www.michiganpharmacists.org

The Michigan Pharmacists Association is a state professional society serving Michigan's pharmacists, pharmacy school educators, pharmaceutical representatives and pharmacy technicians.

815 N Washington Ave.

Lansing, MI 48906 USA

P (517)484-1466

F (517)484-4893

Members: 3,200

Job Postings: MI Pharmacy Job Network

Mailing List Rental: N/A

6. Michigan Society of Health-System Pharmacists, (MSHP): www.michiganpharmacists.org

The Michigan Society of Health-System Pharmacists is a division of the Michigan Pharmacists Association and affiliated with the ASHP. The MSHP advances and supports the professional practice of pharmacists in hospitals and health systems. Serves as the collective voice on issues related to medication use and public.

815 N Washington Ave.

Lansing, MI 48906 USA

P (517)484-1466

F (517)484-4893

Members: N/A

Job Postings: MI Pharmacy Job Network

Mailing List Rental: N/A

B. Print Publications

1. **American Journal of Health-System Pharmacy:** *AJHP* contains details of particular interest to directors and staffs of pharmacy departments of hospitals, ambulatory care clinics, home care settings, long-term care facilities and managed care organizations. The focus is on drug-use, the pharmacist's role in organized health delivery, the drug therapeutics information that pharmacists need to perform their clinical roles, and the use of automation to assist in drug delivery.

Circulation: 47,565

Frequency: 2x monthly

Closing: One month prior to issue date

Bonus Distribution Issues:

June 1: ASHP Summer Meeting

Dec 1: ASHP Mid-Year Clinical Meeting

2. **CareerPharm In-Print** (Recruitment section of *AJHP*)

Circulation: 47,565

Frequency: 2x monthly

Closing: One month prior to issue date

Bonus Distribution Issues:

April 15: Preliminary Program issue for ASHP Summer Meeting

June 1: ASHP Summer Meeting and Special Career Pharm issue

Oct 15: Preliminary Program issue for ASHP Midyear Clinical

Dec 1: ASHP Midyear Clinical Meeting

3. **Drug Topics:** *Drug Topics* serves the distributing and dispensing drug trade including retail drug stores, chain drug stores, hospital pharmacies, department stores, discount houses and supermarkets operating prescription departments.

Circulation: 143,490

Frequency: 2x monthly

Closing: One month prior to issue date

Bonus Distribution Issues: N/A

4. **Journal of the American Pharmacists Association:** *JAPhA* is edited for APhA members and subscribers and provides readers with original research, reviews, analysis and opinion that support the development of pharmaceutical care as the practice standard for pharmacists. It emphasizes the vital link between science and practice by presenting current, top quality research in an accessible relevant format. The journal also features viewpoint articles and trends analysis from the opinion leaders of health care and each issue includes continuing education articles to enhance pharmacists' clinical knowledge and practice skills.

Circulation: 24,109

Frequency: Bimonthly

Closing: 12th of the month, two month preceding issue date

Bonus Distribution Issues:

March/April: APhA Annual Meeting & Exposition

May/June: AACP Annual Meeting

July/Aug: NACDS Pharmacy & Technology

Sept/Oct: ACCP Annual Meeting, Joint Forces Pharmacy Seminar

Nov/Dec: ASHP Mid-Year Clinical Meeting

5. **Michigan Pharmacist:** *Michigan Pharmacist* is the official journal of MPA and provides important information about the issues facing pharmacy today, serving as a primary reference

source for pharmacists on new types of drugs, drug manufacturers and product information. MPA offers a wide range of display and classified advertising solutions in Michigan Pharmacist, including full color and cover possibilities.

Circulation: 3,200

Frequency: Bimonthly - Jan, March, May, July, Sept and Nov

Closing: 25th of the month two months prior to publication

Bonus Distribution Issues: N/A

6. MPA's Doses: *MPA's Doses*, the newsletter of the MPA, is mailed to MPA members in a packet with other valuable enclosures and provides breaking news from the Michigan pharmacy arena. Doses offers an exclusive envelope sponsor position, as well as quarter-page display and classified advertising.

Circulation: 3,200

Frequency: Bimonthly February, April, June, Aug, Oct and Dec

Closing: 1st of the month prior to publication

Bonus Distribution Issues: N/A

7. Pharmacy Insider: *Pharmacy Insider* is designed to meet the information needs of hospital pharmacists, whose increasing role in patient safety, clinical outcomes and reducing health care costs makes them valuable and influential members of a hospital's patient care team.

Circulation: 33,000 hospital pharmacists plus 7,000 copies distributed to 80 pharmacy schools

Frequency: 2x annually (May and November)

Closing: April 7 for May; Oct 3 for Nov

Bonus Distribution Issues:

National Pharmacy Technician Association

American Association of Colleges of Pharmacy

American Academy of Pharmaceutical Sciences

APha 2008

8. Pharmacy Today: *Pharmacy Today* is published by the American Pharmacists Association and reports on the latest practice trends and provides vital information about clinical news and medications. Stories include profiles of innovative practitioners along with contact information and tools that readers can use to develop new practices of their own. It provides in depth coverage straight from Capitol Hill.

Circulation: 138,715

Frequency: Monthly

Closing: 12th of the month preceding issue date

Bonus Distribution Issues:

March: APhA Annual Meeting & Exposition

Oct: Joint Forces Pharmacy Seminar

Nov: ASHP Mid-Year Clinical Meeting

9. Pharmacy Week: *Pharmacy Week* is the pharmacy professional's national employment resource. It focuses on employment and career issues for professionals in pharmacy.

Circulation: 72,877

Frequency: Weekly (Sundays)

Closing: Four days prior to issue date

Bonus Distribution Issues: AACP, ABHP, ACCP, ASHP

10. Pharmacy Times: *Pharmacy Times* provides practical clinical information that pharmacists can use in everyday practice when counseling patients and interacting with physicians. The magazine also offers superior continuing education activities that reach the full universe of pharmacists. Banner advertising is available on PharmacyTimes.com

Circulation: 173,244 (35,028 hospitals/nursing homes)
Frequency: Monthly
Closing: Fifth of the month preceding issue date
Bonus Distribution Issues:
 Feb: APhA
 Nov: ASHP

11. Student Pharmacist: Published by the American Pharmacists Association, *Student Pharmacist* is the premier publication that the nation's PharmD candidates can rely on for information regarding their pharmacy career planning.

Circulation: 27,000
Frequency: Bimonthly
Closing: 12th of the month, two months preceding issue date
Bonus Distribution Issues:
 Jan/Feb: CPhA Annual Meeting
 March/April: APhA Annual Meeting & Exposition
 May/June: PTEC Conference, AACP Annual Meeting
 July/Aug: NACDS Pharmacy & Technology
 Sept/Oct: NCPA Annual Convention & Trade Exposition,
 ACCP Annual Meeting, Joint Forces Pharmacy Seminar
 Nov/Dec: ASHP Mid-Year Clinical Meeting

12. The Pharmacist: *The Pharmacist* features compelling and engaging stories relevant to pharmacists both professionally and personally.

Circulation: 27,000
Frequency: Monthly
Closing: Two weeks prior to issue date
Bonus Distribution Issues:
 Feb: ASPEN
 March: APhA
 June: ASHP Summer
 July: AACP
 Oct: ACCP
 Dec: ASHP Mid-Year

13. U.S. Pharmacist: *U.S. Pharmacist* is a monthly journal dedicated to providing the nation's pharmacists with up-to-date, authoritative, peer-reviewed clinical articles relevant to contemporary pharmacy practice in a variety of settings, including community pharmacy, hospitals, managed care systems, ambulatory care clinics, home care organizations, long-term care facilities, industry and academia. The publication is also useful to pharmacy technicians, students, other health professionals and individuals interested in health management. Pharmacists licensed in the United States can earn Continuing Education credits through Postgraduate Healthcare Education, LLC.

Circulation: 127,598

Frequency: Monthly

Closing: One month prior to issue date

Bonus Distribution Issues:

Feb: APhA

Nov: ASHP Mid-Year Meeting

C. Web Opportunities

1. American College of Clinical Pharmacy: www.ACCP.com

Online Position Listings are provided as a service to College members and the pharmacy community.

2. American Society of Health System Pharmacists: www.careerpharm.com

ASHP launched CareerPharm in June of 2003 to meet the unique recruiting needs of pharmacy employers and job seekers. The logs on average over 500,000 monthly page views and boasts over 6,000 registered pharmacy candidates and over 600 pharmacy employers all connecting daily with one another.

3. American Pharmacists Association: www.Pharmacist.com

The American Pharmacists Association's official online career center includes Academic, Chain Drug Store, Community, Health System and Managed Care Pharmacist, Pharmacy Assistant, Management and Technician positions.

4. Association of Black Health-System Pharmacists: www.MyABHP.org

The Association of Black Health-System Pharmacist's official online career center.

5. Michigan Pharmacists Association: www.michiganpharmacists.org

Services, job openings and other opportunities of interest to Michigan pharmacy professionals.

6. Pharmacy Times: www.pharmacytimes.com

Pharmacy Times online job Posting and banner ads. Includes the Pharmacy Times Career Corner which provides targeted career guidance for students of pharmacy at all stages.

7. Pharmacy Week: www.pharmacyweek.com

PharmacyWeek provides information on pharmacy jobs, pharmacy salaries, and other pharmacy career resources.

8. U.S. Pharmacist: www.careers.uspharmacist.com

Job listings posted by employers as well as job listings running from the classified pages of *U.S. Pharmacist*. When a job is posted, a search is made to find any matching candidates. Profiles and resumes that match your job will be e-mailed directly to you.

D. E-Newsletters/Email Blasts

1. CareerPharm eNewsletter: www.ashp.org/s_ashp/docs/files/about/Ad_Flyer_price.pdf
The American Society of Health-System Pharmacists (ASHP) eNewsletter.

2. ePharmacy Times: www.pharmacytimes.com/files/e-MediaBrochure.pdf
From the publishers of Pharmacy Times, ePharmacy Times, delivers breaking news and practical tips and establishes an interactive exchange between Pharmacy Times and the pharmacy community. Advertising opportunities include article sponsorships, banner ads and message ads.

Circulation: 93,000
Frequency: Delivered biweekly

3. Michigan Pharmacy Association: www.michiganpharmacists.org/index2.htm
All website classifieds are also included in *e-news weekly*, an e-newsletter to MPA membership that comes out every Wednesday.

E. Direct Mail

1. American College of Clinical Pharmacy (ACCP)
ACCP's mailing list is available for one-time direct mail use by approved parties for disseminating information of interest to their members. Contact Medical Marketing Service, Inc. (MMS), ACCP's official and exclusive list manager, at (800)MED-LIST (633-5478) or sales@mmslists.com.

2. American Society of Health System Pharmacists (ASHP)
A list of pre-registrants is available for rental purposes exclusively to companies exhibiting at the Midyear Clinical Meeting and Summer Meeting.

F. Conferences & Events

1. APhA Annual Meeting: APhA2008 American Pharmacists Association:
www.aphameeting.org
March 14-17, 2008
San Diego, CA

2. APhA Employment Exchange (Career Expo for Pharmacists):
www.aphameeting.org
10x10 exhibit space, 900 job posting units, complimentary registrations (eligible for CE), program listings, social events.

3. American Society of Health-System Pharmacists, ASHP Summer Meeting:
www.ashp.org/meetings/summer/index.cfm
2008 Summer Meeting
June 8-11, 2008
Seattle, WA

4. American Society of Health-System Pharmacists, ASHP Mid-Year Clinical Meeting:
www.ashp.org/s_ashp/cat1c.asp?CID=4221&DID=7374
43rd ASHP Midyear Clinical Meeting
December 7-11 2008
Orlando, FL

5. Association of Black Health-System Pharmacists 3rd Annual Meeting:
www.ashpadvantage.com/ABHP2008

ABHP Minority Health Conference and Annual Meeting
May 16-18, 2008
Atlanta Marriott Marquis
Atlanta, GA

6. Michigan Pharmacists Association:
www.michiganpharmacists.org
MPA Annual Convention & Exposition
February 29-March 2, 2008
Hyatt Regency
Dearborn, MI

G. Michigan Allied Health Programs: ACPE Accredited Programs

Ferris State University

College of Pharmacy
220 Ferris Drive
Big Rapids, MI 49307

Program Phone: (231)591-2254
Program Contact: Ian Mathison, Ph.D., D.Sc. Dean, Professor of Medicinal Chemistry
Program Email: Mathisol@ferris.edu

Career Services: <http://www.ferris.edu/careerservices>
Career Services Contact: (231)591-2685
Career Services Email: stucrsv@ferris.edu
Graduation Dates: May, Aug, Dec

University of Michigan

College of Pharmacy
428 Church Street
Ann Arbor, MI 48109-1065

Program Phone: (734)764-7312
Program Contact: Frank J. Ascione, Dean University of Michigan College of Pharmacy
Program Email: fascione@umich.edu

Career Services: <http://www.careercenter.umich.edu>
Career Services Contact: (734)764-7460
Career Services Email: tlehker@umich.edu
Graduation Dates: May, Aug, Dec

Wayne State University

Eugene Applebaum College of Pharmacy and Health Sciences
259 Mack Avenue
Detroit, MI 48201

Program Phone: (313)577-1574

Program Contact: Dean Beverly J. Schmoll PT, PhD, FAPTA

Program Email: bschmoll@wayne.edu

Career Services: <http://www.careerservices.wayne.edu>

Career Services Contact: (313)577-3390

Career Services Email: N/A

Graduation Dates: May, Aug, Dec

Alternative Recruiting Strategies

1. **DirectRecruit** is a direct mail campaign for targeted allied health discipline. The campaign delivers a personalized recruitment message to every candidate in the targeted geographic areas. Your message is delivered to a captive audience without the distraction of competing messages from other employers. The process begins with a discussion on specific recruitment need, messaging, and identification of targeted area to recruit. JWT Inside provides estimates for creation of direct mailer and purchase of list, mail fulfillment and postage. Once an estimate is approved, the list is purchased and undergoes cleansing to assure accuracy and deliverability. At the same time, JWT Inside creates a personalized direct mailer.

Cost: Estimate is provided in advance based on targeted regions/zip codes.

2. **Telerecruit** is a new tool utilized to recruit passive health care candidates. It is an interactive telephone recruitment campaign that proactively pushes the recruitment message out to its targeted candidate pool. The experienced recruiters act on UMHS's behalf to elicit candidates via a targeted call.

Cost: Estimate is provided in advance. Estimate is based on a per-candidate charge of \$2.50 which is inclusive of everything necessary for a successful campaign including sourcing strategy, call guide, list rental, call execution and campaign summary. There is a minimum of 1,000 calls to start a project.

3. **Direct Sourcing** service uses search research techniques to identify qualified candidates based on your requirements. Candidates who match your job specifications are individually targeted and contacted on your behalf. The profiles of interested candidates are then forwarded to you for further consideration. For difficult-to-recruit or sensitive recruitment assignments, direct sourcing can successfully deliver candidates at a fraction of executive search prices.

What we do in Direct Sourcing:

- We work with you to establish job requirements and ideal candidate qualifications. We discuss the companies and individuals you want to target, and then develop a job profile to guide the search process. Experienced executive search researchers identify candidates who match your job profile.
- The position and your company are discussed in detail with each candidate. The profiles of at least three candidates who best fit your job profile are then forwarded to you for further consideration.
- A detailed summary of all the candidates who were contacted will be sent to you. Depending upon your staffing needs, additional services are available: name generation relative to specifications; organization chart construction; face-to-face interviews; competitive intelligence; appointment scheduling; and background and reference checking.

What Direct Sourcing does for you:

- Quickly identifies candidates who closely match your desired criteria at a fraction of executive search prices.
- Puts you in contact with those who are not actively seeking a job change
- Reaches those who do not respond to traditional advertising
- Provides you with information about competitive companies
- Benchmarks internal candidates against the best external candidates
- Provides a third party to facilitate sensitive recruitment assignments

Cost: \$135/per hour; estimate is provided in advance.

****JWT/UMHS Direct Sourcing Projects completed: Radiology & Nursing**

4. **Recruitment Events** are a successful way to recruit the passive candidate. The event can be promoted through a variety of means including online, college e-mails and posting, direct mail, UMHS web site, print, and through your own employees. Events that include an educational offering, an opportunity to meet the staff and tour of the department have proven to net the best results.

5. **Net Source:** Our team of Internet recruiting experts will search both free and paid resume databases and provide up to 25 resumes matching your job specifications.

Features

- Internet recruiting experts will work with you directly to develop in-depth and detailed job descriptions.
- Recruiters will search free and fee-required Internet resume databases and sites, including local Internet Service Providers (ISPs); newsgroups; associations; source companies; colleges/universities; events/conferences; personal homepages; at least three search engines; and any other online locations that may prove helpful in the hunt for resumes. Each resume is meticulously read and screened according to your job description and requirements. Up to 25 matching resumes will be presented.

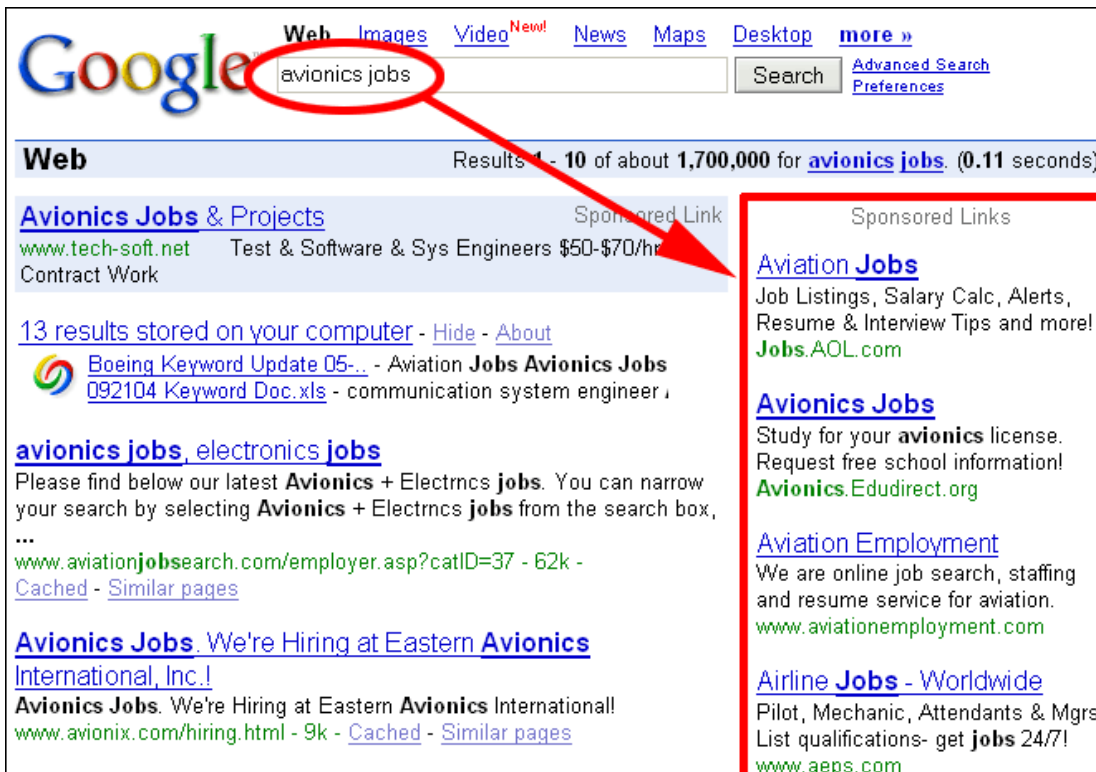
Cost: \$1500; results guaranteed or there is no charge.

Alternative Online Strategies

Pay-Per-Click (Google, Adworks and Yahoo)

Pay-Per-Click, (PPC) Advertising begins with choosing a set of keywords relevant to the goals of the specific position. In the example below, the keyword 'avionics jobs' is used to illustrate a sample keyword search. When a user enters this keyword, it will trigger the delivery of an ad which will appear in the area marked by the red box. These keywords are bid upon at a pay-per-click (PPC) rate. This means is that for each click, UMHS will be charged a small fee. When an ad is displayed but not clicked on, no fees will be charged.

PPC Advertising offers strong geo-targeting capabilities that will allow JWT Inside to focus the UMHS media budget in the specified target market. This ensures that none of the media budget is spent in areas that UMHS is not targeting.



1. Keyword Research

JWT Inside will conduct thorough research to select the most appropriate keywords for your program. We strive to find a balance between the words people are searching for, qualified visitors, and keyword competitiveness. Using specialized tools and leveraging our existing relationships with online media, we research the number of monthly searches for pre-determined keywords as well as the cost per keyword. JWT Inside will also revisit the current keyword list and scrub it to accentuate the best performing keywords while removing poor performers. JWT Inside will also make recommendations on new keywords to help support any key hiring areas or job disciplines that are needed. As UMHS communicates its critical hiring needs and provides information on the priority between different job segments, JWT Inside will 'skew' the list to favor the job areas most needed by UMHS.

2. Keyword Selection

Selecting the keywords is the single most important part of PPC Advertising. If you choose the wrong words, your site will receive one of two things: no traffic or too much unqualified traffic. We will conduct a detailed needs analysis with UMHS and review research data to make the targeted keyword recommendation. JWT Inside will also update the selected keywords bi-monthly and actively manage the campaign to make sure the strongest performing keywords are selected.

3. Implementation

JWT Inside will work with Google Adworks and Yahoo Search Marketing, which are the largest search networks, and by focusing on these two networks we can concentrate the media for maximum effect and reduce diluting across multiple networks, as well as reduce project management costs associated with managing multiple networks.

4. Report

JWT Inside will provide a report outlining the program success. This will consist of basic reports outlining program statistics, optimizations done, and optimizations planned for the future, and one final report with a detailed analysis of the campaign as a whole.

Cost: Campaigns are quoted in advance; average monthly media charge for a Google Adworks campaign averages \$5,000. In addition, there is a set up fee and reporting fee.

Health Observance Days for 2008³

JANUARY 2008

Month-Long Observances

Cervical Health Awareness Month	www.nccc-onling.org
National Glaucoma Awareness Month	www.preventblindness.org
March of Dimes Birth Defects Prevention Month	www.marchofdimes.com
National Volunteer Blood Donor Month	www.aabb.org

Week-Long Observances

20-26	Healthy Weight Week	www.healthyweight.net
20-26	National Nurse Anesthetists Week	www.aana.com
21-25	National Medical Group Practice Week	www.medicalgrouppracticeweek.com

Recognition Days

9	Find a Dentist Day	www.agd.org
25	National Intravenous Nurse Day	www.ins1.org

FEBRUARY 2008

Month-Long Observances

Age-Related Macular Degeneration/Low Vision Awareness Month	www.preventblindness.org
American Heart Month	www.americanheart.org
National Children's Dental Health Month	www.ada.org
Kids ENT Awareness Month	www.entnet.org/kidsent
Wise Health Care Consumer Month	www.healthylife.com

Week-Long Observances

1-7	National Patient Recognition Week	www.nprw.com
3-9	National Burn Awareness Week	www.burnawarenessweek.org
4-8	Pride in Food Service Week	www.dmaonline.org
7-14	Congenital Heart Defect Awareness Week	www.tchin.org/aware
10-16	Cardiovascular Professionals Week	www.ACP-online.org
10-16	National Cardiac Rehabilitation Week	www.aacvpr.org
14-March 17	Shamrocks against Dystrophy for the MDA	www.mdausa.org
24-March 1	Eating Disorders Awareness Week	www.nationaleatingdisorders.org

Recognition Days

1	National Wear Red Day	www.GoRedForWomen.org
11	World Day for the Sick	www.nacc.org
14	25 th Annual Healthcare Advertising Awards	www.hmrpublicationsgroup.com
15	Women's Heart Day	www.womensheartday.org
29	Aster Awards Competition Deadline	www.asterawards.com

³ AHA Society for Healthcare Strategy and Market Development Health Observances and Recognition Days

MARCH 2008

Month-Long Observances

Brain Injury Awareness Month	www.biausa.org
Child Life Month	www.childlife.org
Colorectal Cancer Awareness Month	www.preventcancer.org
National Eye Donor Month	www.restorestight.org
Hemophilia Awareness Month	www.hemophilia.org
National Kidney Month	www.kidney.org
National Nutrition Month	www.eatright.org
National Save Your Vision Month	www.aoa.org
National Professional Social Work Month	www.socialworkers.org
Workplace Eye Health and Safety Month	www.preventblindness.org

Week-Long Observances

2-8	Dental Assistants Recognition Week	www.ada.org
2-8	Patient Safety Awareness Week	www.npsf.org
3-7	National School Breakfast Week	www.schoolnutrition.org
10-16	Brain Awareness Week	www.dana.org/brainweek
16-22	National Inhalants and Poisons Awareness Week	www.inhalants.org
16-22	National Poison Prevention Week	www.poisonprevention.org
16-22	National Pulmonary Rehabilitation Week	www.aacvpr.org

Recognition Days

13	World Kidney Day	www.kidney.org
25	Diabetes Alert Day	www.diabetes.org
27	Wilhelm Conrad Roentgen's Birthday	N/A
30	National Doctors' Day	www.sma.org

APRIL 2008

Month-Long Observances

Alcohol Awareness Month	www.ncadd.org
National Autism Awareness Month	www.autism-society.org
Cancer Control Month	www.cancer.org
Child Abuse Prevention Month	www.preventchildabuse.org
Counseling Awareness Month	www.counseling.org
Donate Life Month	www.kidney.org
National Facial Protection Month	www.aaoms.org
National Foot Health Awareness Month	www.apma.org
National Humor Month	www.larrywilde.com
National Minority Health Month	www.nmhm.org
National Occupational Therapy Month	www.aota.org
National Sexually Transmitted Diseases Awareness Month	www.ashstd.org
Sports Eye Safety Month	www.aaio.org
Women's Eye Health and Safety Month	www.preventblindness.org
Youth Sports Safety Month	www.nyssf.org

Week-Long Observances

6-12	National Public Health Week	www.apha.org
7-12	National Healthcare Access Personnel Week	www.naham.org
7-14	Health in the Americas Week	www.paho.org
13-19	Patient Advocacy Week	www.shca-aha.org
13-19	Health Information Privacy and Security Week	www.ahima.org
19-26	National Infant Immunization Week	www.cdc.gov/vaccines
20-26	National Electroneurodiagnostic Week	www.aset.org
20-26	Health Care Administrative Professionals Week	www.ahcap.org
20-26	National Medical Laboratory Week	www.labweek.org
21-27	Medical Fitness Week	www.medicalfitness.org
27-May 3	National Healthcare Volunteer Week	www.aha.org

Recognition Days

3	National Alcohol Screening Day	www.nationalalcoholcreeningday.org
5	Sir Joseph Lister's Birthday	N/A
7	World Health Day	www.paho.org
10	National Radiology Nurses Day	www.arna.net
14	International Moment of Laughter Day	www.izzyq.com
16	World Voice Day	www.entnet.org/news/voiceday.cfm
16	International Noise Awareness Day	www.lhh.org
25-27	Global Youth Service Day	N/A
26-27	March of Dimes WalkAmerica	www.marchofdimes.com

MAY 2008

Month-Long Observances

Allergy and Asthma Awareness Month	www.breatherville.org
American Stroke Month	www.strokeassociation.org
National Arthritis Month	www.arthritis.org
Better Hearing and Speech Month	www.asha.org
Better Sleep Month	www.bettersleep.org
National Bike Month	www.nhtsa.gov
National Critical Care Awareness & Recognition Month	www.sccm.org
Healthy Vision Month	www.aao.org
Hepatitis Awareness Month	www.hepatitisfoundation.org
National High Blood Pressure Month	www.nhlbi.nih.gov
Huntington's Disease Awareness Month	www.hdsa.org
Lupus Awareness Month	www.lupus.org
National Melanoma/ Skin Cancer Detection & Prevention Month	www.aad.org
National Mental Health Month	www.mentalhealthamerica.net
National Motorcycle Safety Month	www.nhtsa.gov
World Neurofibromatosis Awareness Month	www.ctf.org
Older Americans Month	www.aoa.gov
Oncology Nursing Month	www.ons.org
National Osteoporosis Awareness and Prevention Month	www.nof.org
National Physical Fitness and Sports Month	www.fitness.gov
National Sight-Saving Month: Ultraviolet Awareness	www.preventblindness.org
National Teen Pregnancy Prevention Month	www.advocatesforyouth.org
National Trauma Awareness Month	www.amtrauma.org
Tuberous Sclerosis Awareness Month	www.tsalliance.org
National Stroke Awareness Month	www.stroke.org

Week-Long Observances

4-10	Children's Mental Health Week	www.dmh.missouri.gov
4-10	National Hug Holiday Week	www.hugs4health.org
4-10	North American Occupational Safety & Health Week	www.asse.org/NAOSH
6-12	National Nurses Week	www.nursingworld.org
11-17	National Alcohol & Drug-Related Birth Defects Week	www.ncadd.org
11-17	National Hospital and Healthcare Week	www.healthshare-tha.com
11-17	National Nursing Home Week	www.ahca.org
11-17	Food Allergy Awareness Week	www.foodallergy.org
12-18	National Stuttering Awareness Week	www.stutteringhelp.org
13-19	National Birth Center Week	www.birthcenters.org
18-24	National Running and Fitness Week	www.americanrunning.org
18-24	National Emergency Medical Services Week	www.acep.org/emsweek
18-24	National Medical Transcription Week	www.aamt.org
19-June 1	Buckle Up America! Week	www.nhtsa.gov

MAY 2008 Con't

Recognition Days

4	High Blood Pressure Sunday	www.ishib.org
5	Melanoma Monday	www.aad.org
6	National Nurses Day	www.nursingworld.org
6	National Childhood Depression Awareness Day	www.nmha.org
7	National Anxiety Disorders Screening Day	www.freedomfromfear.org
7	Asthma Awareness Day on Capitol Hill	www.breatherville.org
7	Occupational Safety and Health Professional Day	www.asse.org
7	National School Nurse Day	www.nasn.org
12	CFIDS Awareness Day	www.cfids.org
12	Florence Nightingale's Birthday	N/A
21	Employee Health and Fitness Day	www.physicalfitness.org
25	National Missing Children's Day	www.childfindofamerica.org
28	National Senior Health and Fitness Day	www.fitnessday.com
31	World No Tobacco Day	www.wntd.com

JUNE 2008

Month-Long Observances

National Aphasia Awareness Month	www.aphasia.org
Fireworks Eye Safety Month	www.ao.org
National Hernia Awareness Month	www.herniainfo.com
National Scleroderma Awareness Month	www.scleroderma.org
Vision Research Month	www.preventblindess.org

Week-Long Observances

1-7	Dystonia Awareness Week	www.dystonia-foundation.org
1-7	National Headache Awareness Week	www.headaches.org
1-7	Sun Safety Week	www.sunsafetyalliance.org
9-13	National Vascular Nursing Week	www.svnnet.org
9-15	National Men's Health Week	www.menshealthweek.org
12-19	Nursing Assistants Week	www.cna-network.org
16-20	National Healthcare Risk Management Week	www.ashrm.org
22-28	Helen Keller Deaf-Blind Awareness Week	www.hknc.org

Recognition Days

1	Cancer Survivor Day	www.ncsdf.org
3	Healthcare Recruiter Recognition Day	www.nahcr.com
27	HIV Testing Day	www.nhtd.org

JULY 2008

Month-Long Observances

Cord Blood Awareness Month	www.cordblood.com
Hemochromatosis Screening Awareness Month	www.americanhs.org

Week-Long Observances

6-12	National Therapeutic Recreation Week	www.nrpa.org
20-26	National Hospitality House Week	www.nahhh.org
21-Sept. 7	Drunk Driving: Over the Limit. Under Arrest Campaign	www.nhtsa.gov

Recognition Days

18	Dental Awareness Day	www.agd.org
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AUGUST 2008

Month-Long Observances

Aisles of Smiles Month

www.mda.org

Children's Eye Health and Safety Month

www.preventblindness.org

Cataract Awareness Month

www.aao.org

National Immunization Awareness Month

www.partnersforimmunization.org

Neurosurgery Outreach Month

www.aans.org

Psoriasis Awareness Month

www.psoriasis.org

Spinal Muscular Atrophy Awareness Monday

www.curesma.com

Week-Long Observances

1-7 World Breastfeeding Week

www.lalecheleague.org

3-9 National Health Center Week

www.healthcenterweek.org

Recognition Days

3 National Kids Day

www.kidspeace.org

23 Health Unit Coordinator Day

www.nahuc.org

30-Sept 1 Jerry Lewis MDA Labor Day Telethon

www.mdaua.org

SEPTEMBER 2008

Month-Long Observances

America on the Move's Campaign	www.americaonthemove.org
Baby Safety Month	www.jpma.org
National Cholesterol Education Month	www.nhlbi.nih.gov
Craniofacial Acceptance Month	www.ccakids.org
Fruit & Veggies Campaign	www.fruitsandveggiesmatter.gov
Gynecological Cancer Awareness Month	www.thegcf.org
National Head Lice Prevention Month	www.headlice.org
Healthy Aging Month	www.healthyaging.net
Leukemia, Lymphoma & Myeloma Awareness Month	www.lls.org
Pain Awareness Month	www.theacpa.org
Prostate Health Month	www.prostatehealth.com
National Sickle Cell Awareness Month	www.sicklecelldisease.org
Sports & Home Eye Safety Month	www.preventblindness.org
Thyroid Cancer Awareness Month	www.thyca.org

Week-Long Observances

1-7	National Childhood Injury Prevention Week	www.assafeaspossible.org
7-13	Suicide Prevention Week	www.suicidology.org
7-13	National Assisted Living Week	www.ncal.org
7-13	National Healthcare Environmental Services Week	www.ashes.org
7-13	Prostatitis Awareness Week	www.afud.org
14-20	Nephrology Nurses Week	www.annanurse.org
14-20	Prostate Cancer Awareness Week	www.afud.org
14-20	National Surgical Technologists Week	www.ast.org
17-20	SHSMD Annual Conference	www.shsmd.org
21-27	National Rehabilitation Awareness Celebration	www.nraf-rehabnet.org
21-27	National Reye's Syndrome Awareness Week	www.reyessyndrome.org
21-27	Adult Immunization Awareness Week	www.nfid.org/ncai
21-27	Child Passenger Safety Week	www.boosterseat.gov
21-27	Farm Safety and Health Week	www.nsc.org/necas
21-27	Vasculitis Awareness Week	www.vasculitisfoundation.org
28-Oct. 4	Hearing Aid Awareness Week	www.ihsinfo.org

Recognition Days

7	National Grandparents Day	www.grandparents-day.com
15	Neonatal Nurses Day	www.nann.org
24	Women's Health and Fitness Day	www.fitnessday.com
27	National Family Health and Fitness Day	www.fitnessday.com

OCTOBER 2008

Month-Long Observances

American Pharmacy Month	www.aphanet.org
National Breast Cancer Awareness Month	www.nbcam.org
National Chiropractic Month	www.acatoday.org
National Dental Hygiene Month	www.adha.org
National Disability Employment Awareness Month	www.jwod.gov
Domestic Violence Awareness Month	www.ncadv.org
National Family Sexuality Education Month	www.plannedparenthood.org
Eye Injury Prevention Month	www.aao.org
Halloween Safety Month	www.preventblindness.org
Health Literacy Month	www.healthliteracymonth.com
Healthy Lung Month	www.lungusa.org
Liver Awareness Month	www.liverfoundation.org
Medical Librarians Month	www.mlanet.org
Medical Ultrasound Awareness Month	www.sdms.org
National Physical Therapy Month	www.apta.org
Sudden Infant Death Syndrome Awareness Month	www.firstcandle.org
Talk About Prescriptions Month	www.talkaboutrx.org
Vegetarian Awareness Month	

Week-Long Observances

1-8	National Gerontological Nursing Week	www.ngna.org
5-11	Emergency Nurse Week	www.ena.org
5-11	Fire Prevention Week	www.nfpa.org
5-11	Healthcare Resource & Materials Management Week	www.ahrm.org
5-11	Mental Illness Awareness Week	www.nami.org
5-11	National Nurse-Midwifery Week	www.midwife.org
5-11	Nuclear Medicine Week	www.snm.org
6-12	National Healthcare Food Service Week	www.ashfsa.org
6-12	National Physician Assistants Week	www.aapa.org
9-15	Pediatric Nursing Week	www.pedsnurses.org
12-18	National Healthcare Central Service/Sterile Processing Week	www.ashcsp.org
12-18	Case Management Week	www.acmaweb.org
13-17	Health Education Week	www.nche.org
13-18	National Nephrology Technician/Technologists Week	www.nant.biz
16-22	International Infection Prevention Week	www.apic.org
19-25	Hospital & Health System Pharmacy Week	www.ashp.org
19-25	Kids Care Week	www.kidscare.org
19-25	National Respiratory Care Week	www.aarc.org
19-25	National Healthcare Quality Week	www.nahq.org
20-24	School Lunch Week	www.asfsa.org/nslw
20-24	National School Bus Safety Week	www.nhtsa.dot.gov
20-24	National Medical Assistants Week	www.amt1.org
20-26	Pastoral Care Week	www.pastoralcareweek.org
20-26	Healthcare Facilities and Engineering Week	www.ashe.org
23-31	National Red Ribbon Week	www.nfp.org

OCTOBER 2008 Con't

Recognition Days

8	SAVE Today	www.ama-assn.org/go/alliance
8	Emergency Nurses Day	www.ena.org
9	Bipolar Disorder Awareness Day	www.nami.org
9	National Depression Screening Day	www.mentalhealthscreening.org
10	World Mental Health Day	www.wmday.net
16	World Food Day	www.worldfooddayusa.org
17	National Mammography Day	www.nbcam.org
22	Lung Health Day	www.aarc.org
25	Make a Difference Day	www.makeadifferenceday.com

NOVEMBER 2008

Month-Long Observances

National Alzheimer's Disease Month	www.alz.org
Diabetic Eye Disease Month	www.preventblindness.org
Epilepsy Awareness Month	www.epilepsyfoundation.org
National Family Caregivers Month	www.thefamilycaregiver.org
National Healthy Skin Month	www.aad.org
National Home Care Month	www.nahc.org
National Hospice Month	www.nhpco.org
Pancreatic Cancer Awareness Month	www.pancan.org
National Sexual Medicine Month	www.urologyhealth.org
Christmas Seals Campaign	www.christmaseals.org
Jingle Bell Run for Arthritis	www.arthritis.org
Prematurity Awareness Month	www.marchofdimes.com

Week-Long Observances

1-7	Medical-Surgical Nurses Week	www.medsurgnurse.org
1-7	Urology Nurses Week	www.sunu.org
2-8	National Allied Health Professions Week	www.asahp.org
2-8	National Health Information and Technology Week	www.ahima.org
2-8	National Diabetes Education Week	www.diabeteseducator.org
2-8	Medical Staff Services Week	www.namss.org
2-8	National Radiologic Technology Week	www.asrt.org
9-15	PeriOperative (OR) Nurse Week	www.aorn.org
10-14	Lung Cancer Awareness Week	www.ons.org
16-22	Bladder Health Week	www.afud.org

Recognition Days

18	Prematurity Awareness Day	www.marchofdimes.com
20	Great American Smoke out	www.cancer.org
22	Family Volunteer Day	www.familycares.org

DECEMBER 2008

Month-Long Observances

National Drunk and Drugged Driving Prevention Month

www.nhtsa.gov

Safe Toys and Celebrations Month

www.aao.org

Safe Toys and Gifts Month

www.preventblindness.org

Week-Long Observances

1-7 Aplastic Anemia/Myelodysplastic Syndrome Awareness Week

www.aamds.org

Recognition Days

1 World AIDS Day

www.worldaidsday.org