Radiology
Recruiting Resource Guide

Prepared by JWT Inside
February 4, 2008
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Additional resources and advice can be provided by JWT Inside, the UMHS preferred vendor for recruitment and retention services. The Account Team includes:

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Email: nancy.caputo@jwt.com
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Fax: (314)295-1050
# National Health Care Turnover Data

Data January - June, 2007

<table>
<thead>
<tr>
<th></th>
<th>FTE</th>
<th>Person</th>
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<tr>
<td><strong>Vacancy</strong></td>
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<tr>
<td>Rehabilitation</td>
<td>8.7%</td>
<td>10.7%</td>
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<tr>
<td>Nursing</td>
<td>6.9%</td>
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<tr>
<td>Technician</td>
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<td>6.9%</td>
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<td>Professional</td>
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<td>5.7%</td>
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<tr>
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<td>5.7%</td>
<td>6.1%</td>
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<tr>
<td>Allied Health</td>
<td>5.4%</td>
<td>5.4%</td>
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<tr>
<td>Entry Level</td>
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<tr>
<td><strong>Turnover</strong></td>
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<tr>
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<td>11.7%</td>
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<td>7.3%</td>
<td>7.8%</td>
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<tr>
<td>Allied Health</td>
<td>6.1%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Technician</td>
<td>5.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Professional</td>
<td>4.7%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>2.3%</td>
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<th></th>
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<th>D-t-Start</th>
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<tr>
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<tr>
<td>Entry Level</td>
<td>39.0</td>
<td>66.4</td>
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</tbody>
</table>

|                         |          |           |
| **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   |           |
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.

RADIOLOGY

A. Professional Associations

1. American Institute of Ultrasound in Medicine, (AIUM): www.aium.org
   The AIUM is recognized as one of the top “25 Most Influential” radiology organizations by RT Image magazine. By taking strides to ensure a safe and effective environment for the ultrasound community, the AIUM has consistently drawn members and a dedicated audience that is attuned to the needs of their field. Therefore, the AIUM membership consists of well-educated medical professionals—often acting as the purchasing decision makers for their practices—who are interested in gaining a competitive and technological edge and who are looking for companies that offer products and services with this goal in mind.

   14750 Sweitzer Ln., Ste. 100
   Laurel, MD 20707-5906 USA
   P (301)498-4100
   F (301)498-4450
   Toll-Free: (800)638-5352
   Members: 10,000
   Job Postings: Online Job Bank
   Mailing List Rental: Available

   Works to enhance the art and science of medicine by advancing medical sonography

   2745 N Dallas Pkwy., Ste. 350
   Plano, TX 75093-8730 USA
   P (214)473-8057
   F (214)473-8563
   Toll-Free: (800)229-9506
   Members: 15,500
   Job Posting: No
   Mailing List Rental: Available

   The ASRT provides its members with educational opportunities, promotes radiologic technology as a career and monitors state and federal legislation that affects the profession. The ASRT publishes two peer-reviewed research journals and a monthly newsmagazine.

   15000 Central Ave. SE
   Albuquerque, NM 87123-3909 USA
   P (505)298-4500
   F (505) 298-5063
   Toll-Free: (800)444-2778
   Members: 120,000
   Job Postings: asrt.org/jobs (healthEcareers)
   Mailing List Rental: Available

AHRA is the preeminent organization for leaders in radiology, serving administrators and technologists alike. Members worldwide enjoy benefits unmatched by other professional societies—benefits that include an extensive slate of conferences and seminars, an online database of all AHRA members, unique mentoring exchange programs, first-class and award-winning publications, and a popular list server.

490B Boston Post Rd., No. 101
Sudbury, MA 01776 USA
P (978)443-7591
F (978)443-8046
Toll-Free: (800)334-2472
Members: 6,000
Job Postings: Online Job Bank
Mailing List Rental: Available


The Michigan Society of Radiologic Technologists (MSRT) is an affiliate of the American Society of Radiologic Technologists (ASRT). The MSRT was founded in 1956. It is a not-for-profit member association for radiologic science professionals. The purposes of this society are to advance the art and science of medical imaging and radiologic treatment specialties, to assist in establishing and maintaining high standards of education at all levels, to evaluate the quality of patient care, and to improve the welfare and socioeconomic of radiologic technologists.

Todd E. Williams, Pres
13090 N Linden Rd.
Clio, MI 48420-8206 USA
P (810)687-1719
F (810)235-9318
Members: N/A
Job Postings: Available in JobBank
Mailing List Rental: N/A

6. Society of Nuclear Medicine, (SNM): [www.snm.org](http://www.snm.org)

For more than 50 years, SNM has successfully followed a mission of educating professionals, policy makers and the general public about the potential of nuclear medicine. Advances in molecular biology, molecular medicine and medical imaging have signaled an expansion in the direction of the profession and its ability to contribute to improved health outcomes, requiring SNM leaders to examine the society’s long-range future.

1850 Samuel Morse Dr.
Reston, VA 20190-5316 USA
P (703)708-9000
F (703)708-9015
Members: 16,000
Job Postings: Online Job Bank
Mailing List Rental: Available
7. Society for Vascular Ultrasound, (SVU): [www.SVUnet.org](http://www.SVUnet.org)

The SVU is voted as one of the top “25 most influential in radiology” by *RT Image* magazine readers. SVU is recognized as no. 18 on the list for our commitment to providing educational opportunities to those who want to expand their knowledge of vascular imaging, and for offering legislative advocacy on behalf of the profession. You can access well-educated professionals who are making purchasing decisions and interested in gaining the latest information and technology by advertising with SVU.

4601 Presidents Dr., Ste. 260
Lanham, MD 20706-4831
P (301)459-7550
F (301)459-5651
Toll-Free: (800)788-8346
Members: 4,100
Job Postings: SVUnet.org
Mailing List Rental: Available

B. Print Publications

1. **ASRT Scanner**: The world’s largest member-based publication for medical imaging and radiation therapy professionals, this monthly newsmagazine features a range of articles on timely, professional issues. Available only to ASRT members, it reaches more than 119,000 primary recipients.

   Circulation: 119,000
   Frequency: Monthly
   Closing: Closes one month prior to issue date
   Bonus Distribution Issues: Every issue features breaking news of interest to radiologic technologists, ASRT news on local, regional and national levels and thought-provoking articles on work force, workplace, health, finance and professional development.

2. **Advance for Imaging and Radiology Professionals**: *ADVANCE for Imaging and Radiation Therapy Professionals* is mailed to 74,600 radiologic technologists, radiation therapists, nuclear medicine technologists, sonographers, mammographers, CT technologists, MRI technologists, special procedure technologists, senior students as well as other radiologic science positions.

   Circulation: 74,600
   Frequency: Bi-Weekly
   Closing: Friday prior, 4pm EST
   Bonus Distribution Issues:
   Mar 3: American Institute of Ultrasound in Medicine, Society of Interventional Radiology
   Mar 17: American College of Cardiology (ACC)
   Apr 28: International Society for Magnetic Resonance in Medicine/Society for Magnetic Resonance Technologists (ISMRM/SMRT)
   May 12: Leading Edge in Diagnostic Ultrasound
   Jun 9: Society of Nuclear Medicine (SNM)
   Sept 1: Breast Imaging Conference (BIC)
   Sept 15: American Society of Therapeutic Radiology & Oncology (ASTRO), Radiation Therapy Conference; American Society of Radiologic Technologists (ASRT)
   Oct 13: Society of Diagnostic Medical Sonography (SDMS)
   Nov 10: Radiological Society of North America (RSNA)
   Nov 24: Radiological Society of North America (RSNA)

3. **Journal for Vascular Ultrasound**: The *Journal for Vascular Ultrasound (JVU)* is dedicated to the publication of original articles pertinent to the field of vascular ultrasound. As the official
journal of the Society for Vascular Ultrasound, JVU publishes after peer review original scientific research and clinical articles, case reports, review articles, and technical notes.

Circulation: 5,000 (Over 12,000 multiple readership)
Frequency: Quarterly
Closing: 2.5 months prior
Bonus Distribution Issues: Annually, one issue of the Journal usually is devoted to a special topic. Previous special issues have centered on such topics as endovascular, venous disease, peripheral arterial disease, abdominal disease, lab management, and advanced interpretation.

4. Journal of Diagnostic Medical Sonography: *Journal of Diagnostic Medical Sonography* provides for the continuing professional education of diagnostic medical sonographers, serving as a forum for discussion of issues important to the development of the profession by publishing peer-reviewed articles of the highest caliber.

Circulation: 19,500
Frequency: Bimonthly in Jan, March, May, July, Sept, Nov
Closing: 1 month prior to issue
Bonus Distribution Issues:
  M/A: Leading Edge in Diagnostic Ultrasound
  S/O: Society of Diagnostic Medical Sonography (SDMS)

5. Journal of Nuclear Medicine/Journal of Nuclear Medicine Technology: *The Journal of Nuclear Medicine* (JNM) is the #1 peer-reviewed international journal in nuclear medicine and its allied disciplines. Results of the Institute for Scientific Information (ISI) Journal Citation Report show that JNM moved from third to second place among 84 nuclear medicine, radiology, and medical imaging journals that are rated by the ISI.

Published by the technologist section of the Society of Nuclear Medicine, the *Journal of Nuclear Medicine Technology* focuses entirely on the technology crucial to nuclear medicine. In peer-reviewed articles, every quarter the journal offers recent technically centered articles on imaging and instrumentation, radiopharmacy, quality assurance, radiation safety, and more.

JNMT also serves as an invaluable continuing education tool, with teaching editorials, reviews of programs and certification updates, and continuing education articles.

Circulation: 2,000
Frequency: Quarterly
Closing: 10th day of month, one month prior to issue date
Bonus Distribution Issues: N/A

6. Journal of Ultrasound in Medicine: The *JUM* is the official journal of the AIUM. Published monthly, in both print and online versions, the *JUM* is dedicated to fulfilling the needs of a captive audience of physicians, sonographers, scientists, practice directors, and other ultrasound professionals.

Circulation: 7,900
Frequency: Monthly
Closing: 3 weeks prior to issue date
Bonus Distribution Issues: N/A

7. LINK, AHRA monthly newsletter. Advertisers who purchase an ad in *Link* may also have their job opening advertised on-line at AHRA’s Job Bank section as well, for NO ADDITIONAL CHARGE. These ads will run for at least 1 month and will be posted at the time they are confirmed, giving the advertisement a longer time of exposure.
Circulation: 4,000
Frequency: Monthly
Closing: 20th of the month prior
Bonus Distribution Issues: N/A

8. Radiation Therapist: Recipients read this semiannual scholarly journal to keep current on the latest research and earn continuing education credit. In addition to peer-reviewed research articles, *Radiation Therapist* features continuing education articles and a variety of columns and departments of interest to members of the profession.

Circulation: 12,000
Frequency: Semi-Annual
Closing: Spring closes 2/21 Fall closes 8/13
Bonus Distribution Issues: N/A

9. Radiologic Technology: The industry’s only peer-reviewed scholarly journal, *Radiologic Technology* is a “must read” for radiologic technologists who want to keep up with the latest imaging procedures while they earn continuing education credits.

Circulation: 116,000
Frequency: Every other month
Closing: Closes one month prior to issue date
Bonus Distribution Issues: N/A

10. Radiology Management: AHRA, *Radiology Management* is the #1 publication among radiology administrators. The journal’s content—case studies, technology overviews, and expert columns-provides these professionals with resources that help them succeed as leaders of radiology departments, imaging centers, and group practices.

Circulation: 30,000
Frequency: Every other month
Closing: One month prior to issue date
Bonus Distribution Issues: N/A

11. Radiology Today: *Radiology Today* is the nation’s leading newsmagazine for technology, business, and research news affecting administrators, radiologists, and technologists. Published biweekly, *Radiology Today* offers you the most powerful vehicle to present your product or service to more than 129,500 radiology professionals.

Circulation: 129,500
Frequency: Biweekly
Closing: 2 weeks prior to issue date
Bonus Distribution Issues: N/A
12. **RT Image**: Serving the field since 1988, *RT Image* is the nation’s only weekly newsmagazine for Radiologists, Administrators, Educators and Radiologic Science Professionals.

- Circulation: 96,000
- Frequency: Weekly
- Closing: 1 week prior to issue date
- Bonus Distribution Issues: N/A

### C. Web Opportunities

1. **Advance for Imagine and Radiology - Online Classifieds**: [www.advanceweb.com/rad](http://www.advanceweb.com/rad)
   
   Website for Advance for Imaging and Radiology online classifieds.

2. **ASRT.org**: [www.asrt.org/content/CareerCenter/jobbank.aspx](http://www.asrt.org/content/CareerCenter/jobbank.aspx)
   
   The largest job board created specifically for professionals in the radiologic sciences. Banner adds now available.

3. **Michigan Society of Radiologic Technologists**: [www.msrt.org/jobbank.cfm](http://www.msrt.org/jobbank.cfm)
   
   Job postings run for 30 days from time of job posting submission.

4. **Radworking**: [www.radworking.com](http://www.radworking.com)
   
   Since arriving on the web in early 1997, Radworking has become and remains the premier online medical imaging employment resource. Not affiliated with any agency or a staffing firm, it provides the greatest variety of jobs from employers and agencies, and services are free to job seekers.

5. **RTImage**: [www.rtimage.com](http://www.rtimage.com)
   
   Banner advertising, Job postings are available.

6. **Society of Diagnostic Medical Sonography**: [www.sdms.org](http://www.sdms.org)
   
   Banner ads available on SDMS and Journal site.

7. **Society of Nuclear Medicine**: [www.snm.org](http://www.snm.org)
   
   Job postings available on SNM Career Center.

8. **Society of Vascular Ultrasound**: [www.svunet.org](http://www.svunet.org)
   
   A specialized group of over 4,100 individuals, including vascular technologists, vascular lab directors, vascular surgeons, technical directors, and sonographers. The SVU Online Job Center currently receives approximately 3,000 views per month. In order to provide the 4,100 SVU members and the ultrasound community with timely and complete vascular profession news and information, e-Spectrum is published on a monthly basis as an electronic newsletter posted on the SVU website. Banners ads are also available.

   
   Ultrasoundjobs was formed to address the employment concerns of sonographers and vascular technologists. In affiliation with the ARDMS, its goal is to create a clearinghouse of positions for these talented individuals and a single recruitment source for employers.
D. E-Newsletters/Email Blasts

1. ASRT: [www.asrt.org/media/pdf/marketing/MK08_rEsources_E.pdf](http://www.asrt.org/media/pdf/marketing/MK08_rEsources_E.pdf)
   rEsources™ is ASRT’s exclusive member bimonthly electronic newsletter. Reaching more than 53,000 members, rEsources™ provides dynamic content with links directly to your Web site for increased visibility.

   E-Newsletters are opt-in-only. Readers request these biweekly e-Newsletters for breaking news and features recently placed online. E-Newsletters offer your company a great opportunity to boost your own Web traffic, to promote products and to enhance your image. You can place a link to your site, place an ad, or sponsor a feature.

3. Radiology Today: [www.radiologytoday.net/rt_adinfo_online.shtml](http://www.radiologytoday.net/rt_adinfo_online.shtml)
   Advertise in publications’ E-newsletters and your ad will be seen directly on professionals’ desktops as they read exclusive articles, news, E-votes, polls, and search for upcoming events. Your Web site traffic will see increased activity and your products/services will experience the needed exposure to help your company grow. All advertisements must be a full banner size.

   Reach 9,600 Rad Techs, Ultrasound Techs, MRI Techs, Radiology Nurses Sponsorship $450 (4 per e-newsletter) Includes banner (215 x 140 pixels), link to posted jobs or website.

   Sponsors receive 6 lines of text, a hyperlink and a logo in the beginning of the newsletter. Distribution is to opt-in subscribers. Sponsorships are offered on a weekly basis for $1550. Job alerts also available.

E. Direct Mail

1. American Institute of Ultrasound in Medicine: [www.aium.org/advertising/mailLists/mailIntro.asp](http://www.aium.org/advertising/mailLists/mailIntro.asp)

   Records to be included in the mailing list may be selected based upon several attributes such as category of certification, employment setting, zip code, as well as several others.

3. American Society of Radiologic Technologists: [www.asrt.org/content/Vendors/MailLists/Mailing_List.aspx](http://www.asrt.org/content/Vendors/MailLists/Mailing_List.aspx)

4. Association of Healthcare Radiology Administrators: [www.ahraonline.org/AdExhibit/MailingListRental.asp](http://www.ahraonline.org/AdExhibit/MailingListRental.asp)

5. Radworking: [www.radworking.com](http://www.radworking.com)
   Radiologic Technology Programs
   • Contains 585 directors of Radiologic Technology Programs.
   • List delivered via email
   • Requests for delivery by regular mail, add $25 for shipping and handling
Tap into an audience of more than 5,000 ultrasound professionals in the Society for Vascular Ultrasound database. Over 50% of the Society's members work in hospitals, 35% are in private laboratories or physicians’ offices, approximately 25% are physicians, and the rest are researchers, educators, and other health care providers. The SVU mailing lists are a proven way to reach thousands of ultrasound professionals who are interested in your products and services. SVU must approve all mail pieces prior to mailing.

7. Society of Diagnostic Medical Sonographers: www.sdms.org/ad/mailinglist.asp


F. Conferences & Events

1. AHRA 2008 36th Annual Meeting:
www.ahraonline.org/AM/Template.cfm?Section=Annual_Meeting
Colorado Convention Center
Denver, CO

2. ASRT/AEIRS Annual Conference:
www.asrt.org/Content/EventsConferences/_EventsConferences.aspx
TBD

3. Society of Diagnostic Medical Sonographers: www.sdms.org/meetings/default.asp
October 16-19, 2008
Foxwoods Resort & Casino
Mashantucket, CT

4. Society of Nuclear Medicine SNM Annual Meeting:
http://interactive.snm.org/index.cfm?PageID=6787&RPID=10
June 14-18, 2008
New Orleans, LA

5. SVU 30th Annual Conference: www.svunet.org/annual_conference/index.htm
June 5-7, 2008
San Diego, CA

March 12-15, 2008
San Diego, CA
G. Michigan Allied Health Programs: JRCERT Accredited Programs

Baker College of Clinton Township
34950 Little Mack Avenue
Clinton Township, MI, 48035-4701

Program Phone: (586)790-9401
Program Contact: Christopher P. Woodward, B.S., R.T.(R)
Program Email: christopher.woodward@baker.edu

Career Services: https://www.baker.edu/departments/careerservices/employermain.cfm
Career Services Contact: N/A
Career Services Email: N/A
Graduation Dates: Mar, Jun, Aug, Dec

Baker College of Muskegon
1903 Marquette Avenue
Muskegon, MI, 49442-1490

Program Phone: (231)777-5224
Program Contact: Cameron J. Vander Stel, M.B.A., R.T.(R)
Program Email: cameron.vanderstel@baker.edu

Career Services: https://www.baker.edu/departments/careerservices/employermain.cfm
Career Services Contact: N/A
Career Services Email: N/A
Graduation Dates: Mar, Jun, Aug, Dec

Baker College of Owosso
1020 South Washington Street
Owosso, MI, 48867-4400

Program Phone: (989)729-3420
Program Contact: Kathleen M. Wallen, B.S., R.T.(R)
Program Email: kathleen.wallen@baker.edu

Career Services: https://www.baker.edu/departments/careerservices/employermain.cfm
Career Services Contact: N/A
Career Services Email: N/A
Graduation Dates: Mar, Jun, Aug, Dec

Delta College
1961 Delta Drive
University Center, MI, 48710

Program Phone: (989)686-9533
Program Contact: Brett Cone, M.B.A., R.T.(R)
Program Email: bret_cone_2000@yahoo.com

Career Services: http://www.delta.edu/careercenter
Career Services Contact: (989)686-9072
Career Services Email: careercenter@delta.edu
Graduation Dates: N/A

Ferris State University
901 South State Street
Big Rapids, MI, 49307-9989

Program Phone:  (231)591-2326
Program Contact: Lisa L. Wall, M.Ed., R.T.(R)
Program Email:  walll@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

Grand Rapids Community College
143 Bostwick, N.E.
Grand Rapids, MI, 49503

Program Phone: (616)234-4233
Program Contact: Deborah C. Nordman, M.S., R.T.(R)(M)
Program Email:  dnordman@grcc.edu

Career Services:  http://www.grcc.edu/ShowPage.cfm?PageID=2082
Career Services Contact: (616)234-4170
Career Services Email:  callen@grcc.edu
Graduation Dates: N/A

Henry Ford Community College
Health Careers Division
5101 Evergreen Road
Dearborn, MI, 48128

Program Phone: (313)317-6595
Program Contact: Sharon W. Wu, B.A., R.T.(R)
Program Email:  swu@hfcc.edu

Career Services:  http://www2.hfcc.edu/careers/default.htm
Career Services Contact: (313)845-9618
Career Services Email:  careers@hfcc.edu
Graduation Dates: May, Aug, Dec

Kellogg Community College
450 North Avenue
Battle Creek, MI, 49017-3397

Program Phone:  (269)965-3931 Ext. 2315
Program Contact: Janis M. Karazim, M.A., R.T.(R)(M)
Program Email:  karazimj@kellogg.edu

Career Services:  www.kellogg.edu/nes
Career Services Contact: (269)965-3931, Ext. 2638/2627
Career Services Email:  washingtonm@kellogg.edu
Graduation Dates: N/A

Lake Michigan College
2755 East Napier Avenue
Benton Harbor, MI, 49022-1899

Program Phone: (269)927-8100 Ext. 5093
Program Contact: Ms. Kerry T. Mohney, M.A., R.T.(R)(M)
Program Email: mohney@lakemichigancollege.edu

Career Services:
http://www.lakemichigancollege.edu/index.php?option=com_content&task=view&id=1405&Itemid=1296
Career Services Contact: (269)927-6288
Career Services Email: clantons@lakemichigancollege.edu
Graduation Dates: N/A

Lansing Community College
Dept. 3100 P.O. Box 40010
Lansing, MI, 48901-7210

Program Phone: (517)483-5379
Program Contact: Brian W. Pickford, M.S., R.T.(R)
Program Email: pickforb@lcc.edu

Career Services: http://www.lcc.edu/ces/employment/employers/
Career Services Contact: (517)483-1172
Career Services Email: cesjoblink@lcc.edu
Graduation Dates: N/A

Mid Michigan Community College
1375 South Clare Avenue
Harrison, MI, 48625-9447

Program Phone: (989)386-6646
Program Contact: John Skinner, M.Ed., R.T.(R)
Program Email: jskinner@midmich.edu

Career Services:
http://www.midmich.edu/Student%20Services/Job%20Placement/job_placement.htm
Career Services Contact: (989)386-6623
Career Services Email: cspitzley@midmich.edu
Graduation Dates: N/A

Oakland Community College (Southfield Campus)
22322 Rutland Drive
Southfield, MI, 48075-4793

Program Phone: (248)233-2918
Program Contact: Carolyn Nacy, B.S., R.T.(R)
Program Email: ceoneill@oaklandcc.edu

Career Services: http://www.oaklandcc.edu/Counseling/career_counseling.htm
Career Services Contact: (248)942-3057
Career Services Email: mnpinner@oaklandcc.edu
Graduation Dates: N/A
Washtenaw Community College
4800 East Huron River Drive
Ann Arbor, MI, 48106-0978

Program Phone: (734)973-3418
Program Contact: Connie S. Foster, M.A., R.T. (R), R.D.M.S.
Program Email: cfoster@wccnet.edu

Career Services: http://www.wccnet.edu/employerservices/?linkcheck=wcc
Career Services Contact: (734)677-515
Career Services Email: N/A
Graduation Dates: N/A
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 2008

#### JANUARY 2008

**Month-Long Observances**
- Cervical Health Awareness Month: [www.nccc-onling.org](http://www.nccc-onling.org)
- National Glaucoma Awareness Month: [www.preventblindness.org](http://www.preventblindness.org)
- March of Dimes Birth Defects Prevention Month: [www.marchofdimes.com](http://www.marchofdimes.com)
- National Volunteer Blood Donor Month: [www.aabb.org](http://www.aabb.org)

**Week-Long Observances**
- 20-26 Healthy Weight Week: [www.healthyweight.net](http://www.healthyweight.net)
- 20-26 National Nurse Anesthetists Week: [www.aana.com](http://www.aana.com)
- 21-25 National Medical Group Practice Week: [www.medicalgrouppracticeweek.com](http://www.medicalgrouppracticeweek.com)

**Recognition Days**
- 9 Find a Dentist Day: [www.agd.org](http://www.agd.org)
- 25 National Intravenous Nurse Day: [www.ins1.org](http://www.ins1.org)

#### FEBRUARY 2008

**Month-Long Observances**
- Age-Related Macular Degeneration/Low Vision Awareness Month: [www.preventblindness.org](http://www.preventblindness.org)
- American Heart Month: [www.americanheart.org](http://www.americanheart.org)
- National Children’s Dental Health Month: [www.ada.org](http://www.ada.org)
- Kids ENT Awareness Month: [www.entnet.org/kidsent](http://www.entnet.org/kidsent)
- Wise Health Care Consumer Month: [www.healthylife.com](http://www.healthylife.com)

**Week-Long Observances**
- 1-7 National Patient Recognition Week: [www.nprw.com](http://www.nprw.com)
- 3-9 National Burn Awareness Week: [www.burnawarenessweek.org](http://www.burnawarenessweek.org)
- 4-8 Pride in Food Service Week: [www.dmaonline.org](http://www.dmaonline.org)
- 7-14 Congenital Heart Defect Awareness Week: [www.tchin.org/aware](http://www.tchin.org/aware)
- 10-16 Cardiovascular Professionals Week: [www.ACP-online.org](http://www.ACP-online.org)
- 10-16 National Cardiac Rehabilitation Week: [www.aacvpr.org](http://www.aacvpr.org)
- 14-March 17 Shamrocks against Dystrophy for the MDA: [www.mdausa.org](http://www.mdausa.org)
- 24-March1 Eating Disorders Awareness Week: [www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org)

**Recognition Days**
- 11 World Day for the Sick: [www.nacc.org](http://www.nacc.org)
- 15 Women’s Heart Day: [www.womensheartday.org](http://www.womensheartday.org)
- 29 Aster Awards Competition Deadline: [www.asterawards.com](http://www.asterawards.com)

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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](http://www.biausa.org)
- Child Life Month [www.childlife.org](http://www.childlife.org)
- Colorectal Cancer Awareness Month [www.preventcancer.org](http://www.preventcancer.org)
- National Eye Donor Month [www.restoresight.org](http://www.restoresight.org)
- Hemophilia Awareness Month [www.hemophilia.org](http://www.hemophilia.org)
- National Kidney Month [www.kidney.org](http://www.kidney.org)
- National Nutrition Month [www.eatright.org](http://www.eatright.org)
- National Save Your Vision Month [www.aoa.org](http://www.aoa.org)
- National Professional Social Work Month [www.socialworkers.org](http://www.socialworkers.org)
- Workplace Eye Health and Safety Month [www.preventblindness.org](http://www.preventblindness.org)

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

**Recognition Days**
- 27 Wilhelm Conrad Roentgen’s Birthday N/A
- 30 National Doctors’ Day [www.sma.org](http://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.ashastd.org
Sports Eye Safety Month www.aao.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.nationalalcoholscreeningday.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.izzyg.com
16 International Noise Awareness Day www.ihh.org
25-27 Global Youth Service Day N/A
26-27 March of Dimes WalkAmerica www.marchofdimes.com
### MAY 2008

**Month-Long Observances**

<table>
<thead>
<tr>
<th>Month-Long Observance</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergy and Asthma Awareness Month</td>
<td><a href="http://www.breatherville.org">www.breatherville.org</a></td>
</tr>
<tr>
<td>American Stroke Month</td>
<td><a href="http://www.strokeassociation.org">www.strokeassociation.org</a></td>
</tr>
<tr>
<td>National Arthritis Month</td>
<td><a href="http://www.arthritis.org">www.arthritis.org</a></td>
</tr>
<tr>
<td>Better Hearing and Speech Month</td>
<td><a href="http://www.asha.org">www.asha.org</a></td>
</tr>
<tr>
<td>Better Sleep Month</td>
<td><a href="http://www.bettersleep.org">www.bettersleep.org</a></td>
</tr>
<tr>
<td>National Bike Month</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
<tr>
<td>National Critical Care Awareness &amp; Recognition Month</td>
<td><a href="http://www.sccm.org">www.sccm.org</a></td>
</tr>
<tr>
<td>Healthy Vision Month</td>
<td><a href="http://www.aao.org">www.aao.org</a></td>
</tr>
<tr>
<td>Hepatitis Awareness Month</td>
<td><a href="http://www.hepatitisfoundation.org">www.hepatitisfoundation.org</a></td>
</tr>
<tr>
<td>National High Blood Pressure Month</td>
<td><a href="http://www.nhlbi.nih.gov">www.nhlbi.nih.gov</a></td>
</tr>
<tr>
<td>Huntington’s Disease Awareness Month</td>
<td><a href="http://www.hdsa.org">www.hdsa.org</a></td>
</tr>
<tr>
<td>Lupus Awareness Month</td>
<td><a href="http://www.lupus.org">www.lupus.org</a></td>
</tr>
<tr>
<td>National Melanoma/ Skin Cancer Detection &amp; Prevention Month</td>
<td><a href="http://www.aad.org">www.aad.org</a></td>
</tr>
<tr>
<td>National Mental Health Month</td>
<td><a href="http://www.mentalhealthamerica.net">www.mentalhealthamerica.net</a></td>
</tr>
<tr>
<td>National Motorcycle Safety Month</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
<tr>
<td>World Neurofibromatosis Awareness Month</td>
<td><a href="http://www.ctf.org">www.ctf.org</a></td>
</tr>
<tr>
<td>Older Americans Month</td>
<td><a href="http://www.aoa.gov">www.aoa.gov</a></td>
</tr>
<tr>
<td>Oncology Nursing Month</td>
<td><a href="http://www.ons.org">www.ons.org</a></td>
</tr>
<tr>
<td>National Osteoporosis Awareness and Prevention Month</td>
<td><a href="http://www.nof.org">www.nof.org</a></td>
</tr>
<tr>
<td>National Physical Fitness and Sports Month</td>
<td><a href="http://www.fitness.gov">www.fitness.gov</a></td>
</tr>
<tr>
<td>National Sight-Saving Month: Ultraviolet Awareness</td>
<td><a href="http://www.preventblindness.org">www.preventblindness.org</a></td>
</tr>
<tr>
<td>National Teen Pregnancy Prevention Month</td>
<td><a href="http://www.adovesteforyouth.org">www.adovesteforyouth.org</a></td>
</tr>
<tr>
<td>National Trauma Awareness Month</td>
<td><a href="http://www.amtrauma.org">www.amtrauma.org</a></td>
</tr>
<tr>
<td>Tuberous Sclerosis Awareness Month</td>
<td><a href="http://www.tsalliance.org">www.tsalliance.org</a></td>
</tr>
<tr>
<td>National Stroke Awareness Month</td>
<td><a href="http://www.stroke.org">www.stroke.org</a></td>
</tr>
</tbody>
</table>

**Week-Long Observances**

<table>
<thead>
<tr>
<th>Week-Long Observance</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-10 Children’s Mental Health Week</td>
<td><a href="http://www.dmh.missouri.gov">www.dmh.missouri.gov</a></td>
</tr>
<tr>
<td>4-10 National Hug Holiday Week</td>
<td><a href="http://www.hugs4health.org">www.hugs4health.org</a></td>
</tr>
<tr>
<td>4-10 North American Occupational Safety &amp; Health Week</td>
<td><a href="http://www.asse.org/NAOSH">www.asse.org/NAOSH</a></td>
</tr>
<tr>
<td>6-12 National Nurses Week</td>
<td><a href="http://www.nursingworld.org">www.nursingworld.org</a></td>
</tr>
<tr>
<td>11-17 National Alcohol &amp; Drug-Related Birth Defects Week</td>
<td><a href="http://www.ncadd.org">www.ncadd.org</a></td>
</tr>
<tr>
<td>11-17 National Hospital and Healthcare Week</td>
<td><a href="http://www.healthshare-tha.com">www.healthshare-tha.com</a></td>
</tr>
<tr>
<td>11-17 National Nursing Home Week</td>
<td><a href="http://www.ahca.org">www.ahca.org</a></td>
</tr>
<tr>
<td>11-17 Food Allergy Awareness Week</td>
<td><a href="http://www.foodallergy.org">www.foodallergy.org</a></td>
</tr>
<tr>
<td>12-18 National Stuttering Awareness Week</td>
<td><a href="http://www.stutteringhelp.org">www.stutteringhelp.org</a></td>
</tr>
<tr>
<td>13-19 National Birth Center Week</td>
<td><a href="http://www.birthcenters.org">www.birthcenters.org</a></td>
</tr>
<tr>
<td>18-24 National Running and Fitness Week</td>
<td><a href="http://www.americanrunning.org">www.americanrunning.org</a></td>
</tr>
<tr>
<td>18-24 National Emergency Medical Services Week</td>
<td><a href="http://www.acep.org/emsweek">www.acep.org/emsweek</a></td>
</tr>
<tr>
<td>18-24 National Medical Transcription Week</td>
<td><a href="http://www.aamt.org">www.aamt.org</a></td>
</tr>
<tr>
<td>19-June 1 Buckle Up America! Week</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
</tbody>
</table>
### MAY 2008 Con’t

<table>
<thead>
<tr>
<th>Date</th>
<th>Recognition Days</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>High Blood Pressure Sunday</td>
<td><a href="http://www.ishib.org">www.ishib.org</a></td>
</tr>
<tr>
<td>5</td>
<td>Melanoma Monday</td>
<td><a href="http://www.aad.org">www.aad.org</a></td>
</tr>
<tr>
<td>6</td>
<td>National Nurses Day</td>
<td><a href="http://www.nursingworld.org">www.nursingworld.org</a></td>
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<tr>
<td>6</td>
<td>National Childhood Depression Awareness Day</td>
<td><a href="http://www.nmha.org">www.nmha.org</a></td>
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<tr>
<td>7</td>
<td>National Anxiety Disorders Screening Day</td>
<td><a href="http://www.freedomfromfear.org">www.freedomfromfear.org</a></td>
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<td>7</td>
<td>Asthma Awareness Day on Capitol Hill</td>
<td><a href="http://www.breatherville.org">www.breatherville.org</a></td>
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<tr>
<td>7</td>
<td>Occupational Safety and Health Professional Day</td>
<td><a href="http://www.asse.org">www.asse.org</a></td>
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<td>7</td>
<td>National School Nurse Day</td>
<td><a href="http://www.nasn.org">www.nasn.org</a></td>
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<td>12</td>
<td>CFIDS Awareness Day</td>
<td><a href="http://www.cfids.org">www.cfids.org</a></td>
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<tr>
<td>12</td>
<td>Florence Nightingale’s Birthday</td>
<td>N/A</td>
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<tr>
<td>21</td>
<td>Employee Health and Fitness Day</td>
<td><a href="http://www.physicalfitness.org">www.physicalfitness.org</a></td>
</tr>
<tr>
<td>25</td>
<td>National Missing Children’s Day</td>
<td><a href="http://www.childfindofamerica.org">www.childfindofamerica.org</a></td>
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<tr>
<td>28</td>
<td>National Senior Health and Fitness Day</td>
<td><a href="http://www.fitnessday.com">www.fitnessday.com</a></td>
</tr>
<tr>
<td>31</td>
<td>World No Tobacco Day</td>
<td><a href="http://www.wntd.com">www.wntd.com</a></td>
</tr>
</tbody>
</table>

### JUNE 2008

**Month-Long Observances**
- National Aphasia Awareness Month: [www.aphasia.org](http://www.aphasia.org)
- Fireworks Eye Safety Month: [www.aao.org](http://www.aao.org)
- National Hernia Awareness Month: [www.herniainfo.com](http://www.herniainfo.com)
- National Scleroderma Awareness Month: [www.scleroderma.org](http://www.scleroderma.org)
- Vision Research Month: [www.preventblindness.org](http://www.preventblindness.org)

**Week-Long Observances**
- 1-7 Dystonia Awareness Week: [www.dystonia-foundation.org](http://www.dystonia-foundation.org)
- 1-7 National Headache Awareness Week: [www.headaches.org](http://www.headaches.org)
- 1-7 Sun Safety Week: [www.sunsafetyalliance.org](http://www.sunsafetyalliance.org)
- 9-13 National Vascular Nursing Week: [www.svnnet.org](http://www.svnnet.org)
- 9-15 National Men’s Health Week: [www.menshealthweek.org](http://www.menshealthweek.org)
- 12-19 Nursing Assistants Week: [www.cna-network.org](http://www.cna-network.org)
- 16-20 National Healthcare Risk Management Week: [www.ashrm.org](http://www.ashrm.org)
- 22-28 Helen Keller Deaf-Blind Awareness Week: [www.hknc.org](http://www.hknc.org)

**Recognition Days**
- 1 Cancer Survivor Day: [www.ncsdf.org](http://www.ncsdf.org)
- 3 Healthcare Recruiter Recognition Day: [www.nahcr.com](http://www.nahcr.com)
- 27 HIV Testing Day: [www.nhtd.org](http://www.nhtd.org)

### JULY 2008

**Month-Long Observances**
- Cord Blood Awareness Month: [www.cordblood.com](http://www.cordblood.com)
- Hemochromatosis Screening Awareness Month: [www.americanhs.org](http://www.americanhs.org)

**Week-Long Observances**
- 6-12 National Therapeutic Recreation Week: [www.nrpa.org](http://www.nrpa.org)
- 20-26 National Hospitality House Week: [www.nahhh.org](http://www.nahhh.org)

**Recognition Days**
- 18 Dental Awareness Day: [www.agd.org](http://www.agd.org)
AUGUST 2008

Month-Long Observances
Aisles of Smiles Month
Children’s Eye Health and Safety Month
Cataract Awareness Month
National Immunization Awareness Month
Neurosurgery Outreach Month
Psoriasis Awareness Month
Spinal Muscular Atrophy Awareness Monday

www.mda.org
www.preventblindness.org
www.aao.org
www.partnersforimmunization.org
www.aans.org
www.psoriasis.org
www.curesma.com

Week-Long Observances
1-7 World Breastfeeding Week
3-9 National Health Center Week

www.lalecheleague.org
www.healthcenterweek.org

Recognition Days
3 National Kids Day
23 Health Unit Coordinator Day
30-Sept 1 Jerry Lewis MDA Labor Day Telethon

www.kidspeace.org
www.nahuc.org
www.mdausa.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.reyessyndrome.org
21-27 National Reye’s Syndrome Awareness Week  www.reyessyndrome.org
21-27 Adult Immunization Awareness Week  www.nrifd.org/ncai
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.plannedparenthood.org
National Family Sexuality Education Month  www.aphanet.org
Eye Injury Prevention Month  www.aaao.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 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.ncche.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 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>SAVE Today</td>
<td><a href="http://www.ama-assn.org/go/alliance">www.ama-assn.org/go/alliance</a></td>
</tr>
<tr>
<td>8</td>
<td>Emergency Nurses Day</td>
<td><a href="http://www.ena.org">www.ena.org</a></td>
</tr>
<tr>
<td>9</td>
<td>Bipolar Disorder Awareness Day</td>
<td><a href="http://www.nami.org">www.nami.org</a></td>
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<tr>
<td>9</td>
<td>National Depression Screening Day</td>
<td><a href="http://www.mentalhealthscreening.org">www.mentalhealthscreening.org</a></td>
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<tr>
<td>10</td>
<td>World Mental Health Day</td>
<td><a href="http://www.wmday.net">www.wmday.net</a></td>
</tr>
<tr>
<td>16</td>
<td>World Food Day</td>
<td><a href="http://www.worldfooddayusa.org">www.worldfooddayusa.org</a></td>
</tr>
<tr>
<td>17</td>
<td>National Mammography Day</td>
<td><a href="http://www.nbcam.org">www.nbcam.org</a></td>
</tr>
<tr>
<td>22</td>
<td>Lung Health Day</td>
<td><a href="http://www.aarc.org">www.aarc.org</a></td>
</tr>
<tr>
<td>25</td>
<td>Make a Difference Day</td>
<td><a href="http://www.makeadifferenceday.com">www.makeadifferenceday.com</a></td>
</tr>
</tbody>
</table>

### NOVEMBER 2008

#### Month-Long Observances

<table>
<thead>
<tr>
<th>Month-Long Observances</th>
<th>Website</th>
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<tbody>
<tr>
<td>National Alzheimer’s Disease Month</td>
<td><a href="http://www.alz.org">www.alz.org</a></td>
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<tr>
<td>Diabetic Eye Disease Month</td>
<td><a href="http://www.preventblindness.org">www.preventblindness.org</a></td>
</tr>
<tr>
<td>Epilepsy Awareness Month</td>
<td><a href="http://www.epilepsyfoundation.org">www.epilepsyfoundation.org</a></td>
</tr>
<tr>
<td>National Family Caregivers Month</td>
<td><a href="http://www.thefamilycaregiver.org">www.thefamilycaregiver.org</a></td>
</tr>
<tr>
<td>National Healthy Skin Month</td>
<td><a href="http://www.aad.org">www.aad.org</a></td>
</tr>
<tr>
<td>National Home Care Month</td>
<td><a href="http://www.nahc.org">www.nahc.org</a></td>
</tr>
<tr>
<td>National Hospice Month</td>
<td><a href="http://www.nhpco.org">www.nhpco.org</a></td>
</tr>
<tr>
<td>Pancreatic Cancer Awareness Month</td>
<td><a href="http://www.pancan.org">www.pancan.org</a></td>
</tr>
<tr>
<td>National Sexual Medicine Month</td>
<td><a href="http://www.urolgyhealth.org">www.urolgyhealth.org</a></td>
</tr>
<tr>
<td>Christmas Seals Campaign</td>
<td><a href="http://www.christmasseals.org">www.christmasseals.org</a></td>
</tr>
<tr>
<td>Jingle Bell Run for Arthritis</td>
<td><a href="http://www.arthritis.org">www.arthritis.org</a></td>
</tr>
<tr>
<td>Prematurity Awareness Month</td>
<td><a href="http://www.marchofdimes.com">www.marchofdimes.com</a></td>
</tr>
</tbody>
</table>

#### Week-Long Observances

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-7</td>
<td>Medical-Surgical Nurses Week</td>
<td><a href="http://www.medsurgnurse.org">www.medsurgnurse.org</a></td>
</tr>
<tr>
<td>1-7</td>
<td>Urology Nurses Week</td>
<td><a href="http://www.sun.org">www.sun.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Allied Health Professions Week</td>
<td><a href="http://www.asahp.org">www.asahp.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Health Information and Technology Week</td>
<td><a href="http://www.ahima.org">www.ahima.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Diabetes Education Week</td>
<td><a href="http://www.diabeteseducator.org">www.diabeteseducator.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>Medical Staff Services Week</td>
<td><a href="http://www.namss.org">www.namss.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Radiologic Technology Week</td>
<td><a href="http://www.asrt.org">www.asrt.org</a></td>
</tr>
<tr>
<td>9-15</td>
<td>PeriOperative (OR) Nurse Week</td>
<td><a href="http://www.aorn.org">www.aorn.org</a></td>
</tr>
<tr>
<td>10-14</td>
<td>Lung Cancer Awareness Week</td>
<td><a href="http://www.ons.org">www.ons.org</a></td>
</tr>
<tr>
<td>16-22</td>
<td>Bladder Health Week</td>
<td><a href="http://www.afud.org">www.afud.org</a></td>
</tr>
</tbody>
</table>

#### Recognition Days

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Prematurity Awareness Day</td>
<td><a href="http://www.marchofdimes.com">www.marchofdimes.com</a></td>
</tr>
<tr>
<td>20</td>
<td>Great American Smoke out</td>
<td><a href="http://www.cancer.org">www.cancer.org</a></td>
</tr>
<tr>
<td>22</td>
<td>Family Volunteer Day</td>
<td><a href="http://www.familycares.org">www.familycares.org</a></td>
</tr>
</tbody>
</table>
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