



Respiratory Therapy Recruiting Resource Guide

Prepared by JWT Inside
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Fax: (314)295-1050

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.

RESPIRATORY THERAPY

A. Professional Associations

1. American Association of Respiratory Care, (AARC): <http://www.aarc.org>

The AARC is the only professional society for respiratory therapists in hospitals and with home care companies, managers of respiratory and cardiopulmonary services, and educators who provide respiratory care training.

Primary Contact: Sam Giordano, Exec. Dir.
9425 N MacArthur Blvd., Ste. 100
Irving, TX 75063-4706 USA
P (972)243-2272
F (972)484-2720
Members: 35,000
Job Postings: Available, requires print ad
Mailing List Rental: Available

2. Michigan Society for Respiratory Care, (MSRC): <http://www.michiganrc.org>

The Michigan Society for Respiratory Care (MSRC) is a not-for-profit professional association dedicated to providing education, advocacy and resources to promote respiratory health in communities throughout Michigan.

3300 Washtenaw Ave, Ste 220
Ann Arbor, MI 48104
P (734)677-6772
F (734)677-2407
Members: N/A
Job Postings: Available
Mailing List Rental: Available through the AARC

B. Print Publications

1. **AARC Times:** *AARC Times* is the only news and feature magazine mailed to the members of the American Association of Respiratory Care. It is written for the cardiopulmonary clinician in all care settings including acute care, subacute care, postacute care and home care. It fully covers the respiratory profession from AARC news to clinical perspectives to regulatory initiatives in Washington. Recruitment display ads appear online for no charge on AARC.org for one month.

Circulation: 29,474

Frequency: Monthly

Closing: 20th of the month, two months preceding issue date

Bonus Distribution Issues:

Apr: American Association of Critical Care Nursing (AACN)

May: Associated Professional Sleep Societies (APSS)

June: Medical Directors

July: Medtrade (Home Care), International Respiratory Congress

Aug: Respiratory Care Technical Directors; Special Issue: Military

Sept: Medtrade (Home Care)

Oct: International Respiratory Congress; Special Issue: Congress

Nov: International Respiratory Congress

Dec: Respiratory Schools; Special Feature: Job Mart Recruitment

2. **Advance for Respiratory Care Practitioners:** *Advance for Respiratory Care Practitioners* is mailed every other Monday to respiratory care practitioners, facilities employing respiratory care practitioners, sleep lab professionals and senior students.

Circulation: 44,971

Frequency: Biweekly

Closing: Tuesday preceding issue date

Bonus Distribution Issues:

Jan 28: Special Student Issue

Mar 3: National Association for Medical Direction of Respiratory Care (NAMDRC); American Association of Allergy, Asthma and Immunology (AAAAI); Special Allergy and Asthma Edition

Apr 28: Medtrade (Home Care)

May 12: American Thoracic Society

May 26: Associated Professional Sleep Societies (APSS)

June 23: Regional Employment Guide (North Central)

July 7: Annual Neonatal Care Edition

Sept 15: American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) Annual Trauma Care/ER Care Edition

Oct 13: American College of Chest Physicians (ACCP)

Oct 27: American College of Allergy, Asthma & Immunology (ACAAI), Medtrade

Nov 24: American Association for Respiratory Care (AARC) Annual Pediatric Care Edition

Dec 8: American Association for Respiratory Care (AARC)

3. FOCUS Journal for Respiratory Care & Sleep Medicine: The bi-monthly *FOCUS Journal for Respiratory Care & Sleep Medicine* is well established as the leading magazine serving the Respiratory Care & Sleep Medicine professions. *FOCUS* offers recruiters 33,045 recipients of the magazine, (the highest circulation of any magazine serving these professions and growing with each issue) and the lowest recruitment advertising rates, while charging nothing extra for full color advertising as every other magazine serving these professions does. *FOCUS Journal For Respiratory Care & Sleep Medicine*, celebrating its 17th anniversary in 2008, is edited for managers, educators, and tens of thousands of staff clinicians who practice in acute care hospitals, homecare settings, and sleep laboratories, nationwide. Issues contain clinical articles in respiratory care and sleep medicine as well as articles dealing with aspects of management, departmental administration, education and personal growth. Issues are also replicated on-line at www.foocus.com/journal.php

Circulation: 33,045
Frequency: Bimonthly - J/F, M/A, M/J, J/A, S/O, N/D
Closing: 15th of the first month of issue
Bonus Distribution Issues: N/A

4. Respiratory Care: The journal of the American Association of Respiratory Care, *Respiratory Care* features reviews and original research papers. The Journal is not primarily focused on research into the nature of diseases, but rather on topics for the clinician participating in the evaluation and care of patients with respiratory problems, particularly areas involving technology.

Circulation: 27,057
Frequency: Monthly
Closing: 5th of the month preceding issue date
Bonus Distribution Issues:
Mar: Pulmonologists
Apr: American Thoracic Society (ATS)
July: European Respiratory Society (ERS)
Oct: Medical Directors
Nov: International Respiratory Congress (AARC)

5. RT Magazine: *RT Magazine* is an independent journal for respiratory care decision makers. Its content is focused on business management strategies, improved treatment techniques and product/technology development.

Circulation: 20,000
Frequency: Monthly
Closing: 2nd of the month preceding issue date
Bonus Distribution Issues:
March: Focus on Respiratory Care, MedTrade Spring
April: Focus on Respiratory Care
May: American Thoracic Society
June: Sleep 2008 (June 7-12) Baltimore
Sept: AARC (Dec 13-16) Anaheim, California
Oct: Medtrade Fall (Oct 2-4) Orlando
Nov: AARC
Dec: AARC

C. Web Opportunities

1. American Association of Respiratory Care, (AARC): www.AARC.org
Job postings are free of charge and require print ad placement in *AARC News* or *Respiratory Care*.

2. Focus Journal for Respiratory Care & Sleep Medicine:
www.foocus.com/recruitmentmap.php
The Focus site has been online for 12 years. Offers job postings and banner ads.

3. Jobs in Therapy: www.jobsintherapy.com
Nationwide site for therapy employment: Respiratory Therapy, Physical Therapy, And Occupational Therapy.

4. Med Hunters: www.medhunters.com
Online job board that focuses exclusively on health care jobs.

5. Michigan Society for Respiratory Care (MSRC): www.michiganrc.org
Job Posting, \$20 per posting media fee, per month. Each job posting will be posted online for 30 days.

D. E-Newsletters/Email Blast

1. Advance for Respiratory Care Practitioners E-Newsletter:
www.advanceweb.com/mediakit/asp/rates_specs.asp?magID=RC&typeID=Rec
This opt-in e-newsletter is sent biweekly and offers opportunities to reach candidates with banner or text messages.

2. The Respiratory Report: www.rtmagazine.com/RT-Media_Kit-08.pdf
RT Magazine's e-newsletter is emailed each week to 10,000 opt-in subscribers. *The Respiratory Report* includes up-to-the-minute industry and manufacturer news, regulatory updates, better business practices, advertising and new products. Sponsorships are offered on a first-come, first-served basis and require a three month commitment.

E. Direct Mail

1. American Association of Respiratory Care (AARC) and National Board for Respiratory Care (NBRC): www.aarc.org/list_services
Updated daily - select by zip code, credentials, title, and specialty. Select by credential or zip code.

F. Conferences & Events

1. AARC International Respiratory Congress:

December TBD
Anaheim, CA

2. Focus on Respiratory Care & Sleep Medicine Conference:

www.foocus.com/exhibitorinfo.php, this national conference is attended by Respiratory Therapists, Critical Care Nurses and Sleep Technologists.
Opryland Hotel & Convention Center
April 10-12, 2008
Nashville TN

3. Michigan Society for Respiratory Care:

Contact Person: Annie Culverhouse-Kruise
(734)677-6772

info@michiganrc.org

March 30-April 2, 2008

Grand Rapids, MI

October 6-7, 2008

Bay City, MI

G. Michigan Allied Health Programs: CAAHP and COARC Accredited Programs

Delta College

1961 Delta Road
University Center, MI 48710

Program Phone: (989)686-9489

Program Contact: Earl B. Gregory, MS, RRT

Program Email: ebgregory@alpha.delta.edu

Career Services: <http://www.delta.edu/jobplace>

Career Services Contact: (989)686-9074

Career Services Email: N/A

Graduation Dates: May, Aug, Dec

Ferris State University

College of Allied Health Sciences
200 Ferris Drive, VFS 210A
Big Rapids, MI 49307-2740

Program Phone: (231)591-2261 x2312

Program Contact: Julia F. Easter, MS, RRT

Program Email: easterj@ferris.edu

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

Career Services Contact: (231)591-2685

Career Services Email: stucsv@ferris.edu

Graduation Dates: May, Aug, Dec

Henry Ford Community College

5101 Evergreen
Dearborn, MI 48128-1495

Program Phone: (313)317-6580
Program Contact: Debra A. Szymanski, MA, RRT
Program Email: dszyman@hfcc.net

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

Kalamazoo Valley Community College

Respiratory Care Program
6767 West "O" Avenue
Kalamazoo, MI 49003-4070

Program Phone: (269)372-5288
Program Contact: Albert W. Moss, MA, RRT
Program Email: amoss@kvcc.edu

Career Services: <http://www.kvcc.edu/students/employe.htm>
Career Services Contact: (269)488-4272
Career Services Email: employment@kvcc.edu
Graduation Dates: N/A

Macomb Community College

Detroit Macomb Hospital Corporation
44575 Garfield Road
Clinton Township, MI 48038-1139

Program Phone: (586)286-2150
Program Contact: Mary E. Alstead, BS, RRT
Program Email: alsteadm@macomb.edu

Career Services: <http://www.macomb.edu/EmploymentResources/employer/default.asp>
Career Services Contact: (586)226-4706
Career Services Email: careerservices@macomb.edu
Graduation Dates: N/A

Marygrove College

8425 W. McNichols
Detroit, MI 48221-2599

Program Phone: (313)927-1421
Program Contact: Kathy A. Miller, MA, RRT
Program Email: kmiller@marygrove.edu

Career Services: http://www.marygrove.edu/advising/career_services.asp
Career Services Contact: (313)927-1472
Career Services Email: smurphy@marygrove.edu
Graduation Dates: N/A

Monroe County Community College

1555 S. Raisinville Road
Monroe, MI 48161-9746

Program Phone: (734)384-4268
Program Contact: Bonnie E. Boggs, BS, RRT
Program Email: bboggs@mail.monroe.cc.mi.us

Career Services: <http://www.monroecc.edu/studentservices/career.htm>
Career Services Contact: 1-877-YES-MCCC
Career Services Email: mhall@monroecc.edu
Graduation Dates: N/A

Mott Community College

Division of Health Sciences
1401 E Court Street
Flint, MI 48503-2809

Program Phone: (810)232-6563
Program Contact: David L. Panzlau, MA, RRT
Program Email: dpanzlau@mcc.edu

Career Services: http://www.mcc.edu/14_ces/ces_index.shtml
Career Services Contact: (810)232-3285
Career Services Email: careerdoc@mcc.edu
Graduating Dates: May, Dec

Muskegon Community College

221 South Quarterline Road
Muskegon, MI 49442

Program Phone: (231)777-0370
Program Contact: Daniel B. Knue, MM, RRT
Program Email: knued@muskegon.cc.mi.us

Career Services: <http://www.muskegoncc.edu/pages/541.asp>
Career Services Contact: (231)777-0216
Career Services Email: Carmella.Martinez@muskegoncc.edu
Graduation Dates: N/A

Oakland Community College

Southfield Campus
22322 Rutland Drive
Southfield, MI 48075-4793

Program Phone: (248)233-2921
Program Contact: Sue J. Work, MSA, RRT
Program Email: sjwork@occ.cc.mi.us

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

SPEECH/LANGUAGE PATHOLOGY

A. Professional Associations

1. American Speech Language Hearing Association, (ASHA): www.asha.org

The professional, scientific, and credentialing association for more than 127,000 members and affiliates who are speech-language pathologists, audiologists, and speech, language, and hearing scientists in the United States and internationally.

10801 Rockville Pike
Rockville, MD 20852 USA

P (800)638-8255

F (301)897-7355

Members: 127,000

Job Postings: www.asha.org/about/career

Mailing List Rental: Available

2. Michigan Speech-Language-Hearing Association, (MSHA): www.michiganspeechhearing.org

Speech pathologists, audiologists, and teachers of the hearing-impaired. Promotes professional development among those working in the speech, language, and hearing field.

790 W Lake Lansing Rd., Ste. 500-A
East Lansing, MI 48823 USA

P (517)332-5691

F (517)332-5870

Members: 1,200

Job Postings: Available in "Members Only" online listing

Mailing List Rental: Available

B. Print Publications

1. **Advance for Audiologists:** bimonthly publication dedicated to promoting the profession of audiology. Reaching professionals nationwide, *ADVANCE* provides features on practice management, professional trends, marketing strategies, essential business news for practitioners, reimbursement, ethical and legal issues, as well as industry news and product information.

Circulation: 15,000

Frequency: Bi-Monthly

Closing: Closes Fri one week prior to issue date

Bonus Distribution Issues: N/A

2. **Advance for Speech Language Pathologists:** *Advance for Speech-Language Pathologists & Audiologists* is delivered to accredited SLPs, audiologists and senior students.

Circulation: 35,000

Frequency: Weekly

Closing: Closes one week prior to issue date

Bonus Distribution Issues: N/A

3. ASHA Leader: connects you with the largest audience of customers and prospects in the speech, language, and hearing markets. ASHA members are clinical service providers who provide direct service to clients and patients. Every day, they make recommendations and have an opportunity to specify your product or service. Distributed 16 times per year, *The ASHA Leader* delivers award-winning, comprehensive coverage of professional topics and news; in-depth feature articles; informative columns; news about how ASHA is working on members' behalf; classifieds/job opportunities; and much more.

Circulation: 130,000
Frequency: Monthly
Closing: Closes one month prior to issue date
Bonus Distribution Issues: N/A

4. Audiology Today: Full-color magazine of the American Academy of Audiology, issued six times per year and available to Academy members as a benefit of membership. *Audiology Today* includes information on all aspects of Audiology and related topics on hearing and balance including clinical activities, hearing research, current events, news items, professional issues and events.

Circulation: 12,000
Frequency: Bi-Monthly
Closing: Closes one month prior to next issue date
Bonus Distribution Issues: N/A

5. Journal of the American Academy of Audiology: (*JAAA*) is the Academy's scholarly peer reviewed publication, issued ten times per year and available to Academy members as a benefit of membership. The *JAAA* publishes articles and clinical reports in all areas of audiology, including audiological assessment, amplification, aural habilitation and rehabilitation, auditory electrophysiology, vestibular assessment, and hearing science.

Circulation: 11,000
Frequency: 10 issues per year
Closing: 1st of month, one month prior
Bonus Distribution Issues: N/A

6. Therapy Insider: Gives you exclusive reach to physical therapists, occupational therapists, and speech language pathologists, with editorial focusing on clinical and professional developments and career opportunities. Published to coincide with National PT Month, plus bonus distribution at the APTA, Combined Sections, and AOTA annual conferences.

Circulation: 30,000
Frequency: Twice a year/June and October
Closing: June closes 5/4, October closes 9/7
Bonus Distribution Issues: N/A

C. Web Opportunities

1. Advance Speech Language Pathologists - Online Classifieds: speech-language-pathology-audiology.advanceweb.com/

Website for Advance for Speech Language Pathologists - Online Classifieds.

2. ASHA: www.asha.org/about/career

Job board for ASHA Members.

3. Michigan Speech-Language-Hearing Association, (MSHA): www.michiganspeechhearing.org
Job postings available in "Members Only" section.

4. **Speechpathology.com:** www.speechpathology.com/careers/job_listings.asp

SpeechPathology.com is dedicated to providing quality educational opportunities for all Speech-Language Pathologists and other interested professionals. Our primary goal is to enable Speech-Language Pathologists to expand their unique qualifications through an excellent program of life long learning so that current, state-of-the-art techniques and procedures will be readily available to those who have been entrusted to their professional care, includes a Career Center. A weekly e-newsletter brings a database of speech pathology job listings from around the world directly to your inbox.

D. E-Newsletters/Email Blasts

1. **Advance Web:** <http://speech-language-pathology-audiology.advanceweb.com/>

e-Newsletters are opt-in-only. Readers request these biweekly e-Newsletters for breaking news and features we have placed online recently - including many links to our Web site. Our 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!

2. **ASHA E-Zines:** www.asha.org/about/publications/newslettersignup.htm

ASHA sends e-mail newsletters to four niche groups. The e-zines include Access Schools, Access SLP-Healthcare, Access Academics & Research, and Access Audiology. Each newsletter goes out six times per year.

E. Direct Mail

1. **ASHA:** www.asha.org/NR/rdonlyres/B4DC4E10-493B-4FE1-A82D-1144FFC439A6/0/maillinglist.pdf

2. **Michigan Speech-Language-Hearing Association, (MSHA):** www.michiganspeechhearing.org

F. Conferences & Events

1. **ASHA:** www.asha.org/about/events/

ASHA Health Care 2008 and Business Institute
April 5-6, 2008
St. Louis, MO

2. **Michigan Speech-Language-Hearing Association (MSHA):** www.michiganspeechhearing.org

2008 MSHA Annual Conference
March 13-15, 2008
Radisson Plaza Hotel
Kalamazoo, MI

G. Michigan Allied Health Programs: CAA Accredited Programs

Central Michigan University

College of Health Professions
Dept of Comm Disorders
2159 Health Professions Building
Mt Pleasant, MI 48859

Program Phone: (989)774-1323

Program Contact: Ann Ratcliff, CCC-SLP, Director of the Division of Speech-Language Pathology
Professor

Program Email: ratcl1ae@cmich.edu

Career Services: <http://www.careers.cmich.edu>

Career Services Contact: (989)774-3068

Career Services Email: careers@cmich.edu

Graduation Dates: May, Aug, Dec

Eastern Michigan University

College of Education
Dept of Special Education
128 Porter COE Building
Ypsilanti, MI 48197

Program Phone: (734)487-3300

Program Contact: Dr. Lidia Lee, Interim Department Head

Program E-mail: lizabeth.stevens@emich.edu

Career Services: <http://career.emich.edu>

Career Services Contact: (734)487-0400

Career Services Email: N/A

Graduation Dates: Apr, Jun, Aug, Dec

Michigan State University

College of Arts & Sciences
Communicative Sciences & Disorders
101 Oyer Bldg, Wilson Rd
East Lansing, MI 48824-1212

Program Phone: (517)353-8788

Program Contact: Charles Salmon, Dean

Program Email: salmon@msu.edu

Career Services: <http://www.csp.msu.edu/>

Career Services Contact: (517)884-1353

Career Services Email: smitht62@msu.edu

Graduation Dates: May, Aug, Dec

Wayne State University

Communication Sciences and Disorders
207 Rackham Hall
Farnsworth St.
Detroit, MI 48202

Program Phone: (313)577-3339
Program Contact: Alex Jackson, Chair
Program E-mail: aa8764@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

Western Michigan University

Col of Health & Human Services
Dept of Speech Path & Audiology
1903 W Michigan Ave
Kalamazoo, MI 49008-5355

Program Phone: (269)387-8045
Program Contact: Ann A. Tyler, Ph.D., Professor and Chair or Paula Armstrong, Office Assistant
Program Email: paula.armstrong@wmich.edu

Career Services: <http://www.broncojobs.wmich.edu>
Career Services Contact: (269)387-2745
Career Services Email: BroncoJOBS@groupwise.wmich.edu
Graduation Dates: Apr, Jun, 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.

The screenshot shows a Google search interface. The search bar contains the text 'avionics jobs', which is circled in red. A red arrow points from this search bar to a red-bordered box on the right side of the page. This box contains several sponsored links for 'Avionics Jobs' and 'Aviation Jobs'. The main search results on the left include a sponsored link for 'Avionics Jobs & Projects' from www.tech-soft.net, a link to '13 results stored on your computer', a link to a Boeing keyword update, and several organic search results for 'avionics jobs' and 'Avionics Jobs'.

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.aoa.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.ao.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