Recruitment Contacts

Primary contacts within UMHS:

Mindy Warden, Health Careers Recruitment Coordinator
Email: mkwarden@med.umich.edu
Phone: (734)615-3311

Darci Watson, Health Careers Recruiter
Email: darciw@med.umich.edu
Phone: (734)647-5798

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

Nancy Caputo, Sr. Client Director
Responsible for the overall direction and account planning
Email: nancy.caputo@jwt.com
Office Phone: (772)334-7166
Cell Phone: (424)270-4184
Fax: (772)334-7166

Andrea Kalnasy, Account Executive
Responsible for overall projects and advertising strategies
Email: andrea.kalnasy@jwt.com
Phone: (216)642-6000 X204
Fax: (216)642-6006

Jill Raming, Account Coordinator
Responsible for overall ad placement and web postings
Email: jill.raming@jwt.com
Phone: (314)275-8600 X263
Fax: (314)295-1050
# National Health Care Turnover Data

Data January - June, 2007

## Summary of Findings

<table>
<thead>
<tr>
<th></th>
<th>FTE</th>
<th>Person</th>
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<tbody>
<tr>
<td><strong>Vacancy</strong></td>
<td></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>
<td>10.3%</td>
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<tr>
<td>Technician</td>
<td>5.9%</td>
<td>6.9%</td>
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<tr>
<td>Professional</td>
<td>5.7%</td>
<td>5.7%</td>
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<tr>
<td>Office/Clerical</td>
<td>5.7%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Allied Health</td>
<td>5.4%</td>
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<tr>
<td>Entry Level</td>
<td>5.4%</td>
<td>6.0%</td>
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<tr>
<td><strong>Turnover</strong></td>
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<tr>
<td>Entry Level</td>
<td>10.9%</td>
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<td>Technician</td>
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<td>7.1%</td>
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<td>4.7%</td>
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<td>Rehabilitation</td>
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<td>Technician</td>
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<td>67.4</td>
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<tr>
<td>Nursing</td>
<td>45.6</td>
<td>85.1</td>
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<tr>
<td>Entry Level</td>
<td>39.0</td>
<td>66.4</td>
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## Days-to-Fill and -Start

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</tr>
<tr>
<td>Entry Level</td>
<td>39.0</td>
<td>66.4</td>
</tr>
</tbody>
</table>

## Cost-per-Hire

<p>| | |</p>
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<tr>
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</tr>
<tr>
<td>Allied Health</td>
<td>$3,111</td>
</tr>
<tr>
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<td>Office/Clerical</td>
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<td>Nursing</td>
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<tr>
<td>Entry Level</td>
<td>$1,598</td>
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1 © 2007 JWT Inside All Rights Reserved, Metrics Online™ Semi-Annual Report
Health Care Overview State of the Union

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%

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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.

OCCUPATIONAL THERAPY

A. Professional Associations

   AOTA is the nationally recognized professional association of more than 35,000 occupational therapists, occupational therapy assistants, and students of occupational therapy. Practitioners work with people experiencing health problems such as stroke, spinal cord injuries, cancer, congenital conditions, developmental problems, and mental illness. Occupational therapy helps people regain, develop, and build skills that are essential for independent functioning, health, and well-being. Therapy interventions occur in a wide range of settings including schools, hospitals, skilled nursing facilities, home health, outpatient rehabilitation clinics, psychiatric facilities, and community health programs.

   4720 Montgomery Ln.
   PO Box 31220
   Bethesda, MD 20824-1220 USA
   P (301)652-2682
   F (301)652-7711
   Toll-Free: (800)377-8555
   Members: 35,000
   Job Postings: OTJobLink.org
   Mailing List Rental: Available

   124 W Allegan, Ste. 500
   Lansing, MI 48933 USA
   P (517)267-3918
   F (517)484-4442
   Members: 1,400
   Mailing List Rental: Available through the AOTA

B. Print Publications

1. Advance for Occupational Therapy Practitioners: *Advance for Occupational Therapy Practitioners* is distributed to able and certified OTRs, OTAs, rehab managers, OT directors, supervisors and senior students. Ad rates include posting on Advanceweb.com

   Circulation: 60,101
   Frequency: Biweekly (Mondays)
   Closing: Tuesday prior to issue date
   Bonus Distribution Issues:
      March 10: Graduation Issue
      March 31: National Conference Issue
      April 14: OT Month
      July 7: Continuing Education Directory
July 21: Rehab Summit
Sept 1: Back to OT School Issue
2. American Journal of Occupational Therapy (AJOT): AJOT is the industry’s leading peer-reviewed journal that reflects all practice areas and features content on research, practice and health care issues in the field, providing late-breaking research on hot topics in the profession.

Circulation: 35,000  
Frequency: Bimonthly  
Closing: One month prior to issue date  
Bonus Distribution Issues: N/A

3. MiOTA Newsletter: The Newsletter is sent to MiOTA members quarterly. The function of the Newsletter is to inform members of issues arising in Michigan and nationally.

Circulation: 1,400  
Frequency: Quarterly  
Closing: January 1, April 1, July 1, October 1  
Bonus Distribution Issues: N/A

4. OT Practice: Published by the American Occupational Therapy Association, OT Practice is a full color magazine offering news, capital briefings, continuing competence and continuing education articles, member forums and feature articles written by skilled occupational therapy professionals.

Circulation: 35,000  
Frequency: 2x monthly  
Closing: Two weeks prior to issue date  
Bonus Distribution Issues: N/A

5. Rehab Management: Rehab Management is the only publication that serves the entire team of rehab professionals in the short- and long-term physical medicine industry. Readers include OTs, PTs, Athletic Trainers, and Rehabilitation RNs.

Circulation: 20,000  
Frequency: 10x annually  
Closing: 15th of the month, two months preceding issue date  
Bonus Distribution Issues:  
March: International Seating Symposium  
April: AOTA Conference  
May: Medtrade Spring  
Oct: Medtrade Fall

6. Therapy Insider: Therapy Insider was designed to help inform PTs and OTs about career opportunities and clinical and professional developments.

Circulation: 60,000  
Frequency: 2x annually (June and October)  
Closing: May 1 for June; Sept 5 for Oct  
Bonus Distribution Issues:  
June: American Physical Therapy Association  
Oct: Combined Sections Meeting, American Occupational Therapy Association
C. Web Opportunities

1. Advance for Occupational Therapy Practitioner: www.health-care-jobs.advanceweb.com
   Advance for Occupational Therapy Practitioner online classified job postings.

   Job postings are available on OTJobLink.org.

3. TherapyTimes.com: www.therapytimes.com
   Therapy Times is a digital community for therapy professionals.

D. E-Newsletters/Email Blasts

1. AOTA 1-Minute Update Email: www.aota.org/Pubs/Enews.aspx
   This broadcast email is sent biweekly to members of the American Occupational Therapy Association. A sponsorship includes a 30 word description and a banner in one issue.

2. Advance for Occupational Therapy Practitioners E-Newsletter:
   This opt-in E-newsletter is sent biweekly and offer opportunities to reach candidates with banner or text messages.

   This weekly e-newsletter provides an arena for promotional messages via banner and tower ads, as well as text logo links.

E. Direct Mail

1. American Occupational Therapy Association (AOTA)
   AOTA can tailor a list to meet your needs based on facility setting; membership category; special interest section; practice area; and geographical area by state or specific zip code prefix.
   P (301)652-6611
   F (301)652-1046
   Toll Free: 800-877-1383, ext. 2749
   E-mail: cfoster@aota.org

F. Conferences & Events

1. American Occupational Therapy Association 88th Annual Conference & Expo
   April 10-13, 2008
   Long Beach, CA

   October 20-21, 2008
   The Grand Hotel on Mackinac Island
G. Michigan Allied Health Programs: ACOTE Accredited Programs

Baker College Center for Graduate Studies
1116 West Bristol Road
Flint, MI 48507-5508

Program Phone: (810)766-4298
Program Contact: Joanne Crain
Program Email: joanne.crain@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

Eastern Michigan University
School of Health Sciences
362 Marshall
Ypsilanti, MI 48197-2239

Program Phone: (734)487-4096
Program Contact: N/A
Program Email: jolson@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

Grand Valley State University
College of Health Professions
301 Michigan Street, NE, Suite 200
Grand Rapids, MI 49503-3314

Program Phone: (616)331-3356
Program Contact: N/A
Program Email: siscow@gvsu.edu or zwartda@gvsu.edu

Career Services: http://www.gvsu.edu/careers/
Career Services Contact: (616)331-3311
Career Services Email: career@gvsu.edu
Graduation Dates: N/A

Saginaw Valley State University
Occupational Therapy Program
232 Brown Hall
7400 Bay Road
University Center, MI 48710-0001

Program Phone: (989)964-7353
Program Contact: N/A
Program Email: jnagayda@svsu.edu

Career Services: http://www.svsu.edu/careers
Career Services Contact: (989)964-4954
Career Services Email: careers@svsu.edu
Graduation Dates: May, Aug, Dec
Wayne State University
Eugene Applebaum College of Pharmacy and Health Sciences
259 Mack Ave
Detroit, MI 48201

Program Phone:  (313)577-1435
Program Contact:  N/A
Program Email:  ae9765@wayne.edu or ad8560@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
Department of Occupational Therapy
3430 CHHS
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5333

Program Phone:  (269)387-7260
Program Contact:  Shannon Penny
Program Email:  shannon.penny@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
A. Professional Associations

The American Physical Therapy Association is a national professional organization representing more than 67,000 members. Its goal is to foster advancements in physical therapy practice, research, and education.

1111 N Fairfax St.
Alexandria, VA 22314-1488 USA
P (703)684-2782
F (703)684-7343
Toll-Free: (800)999-2782
Primary Contact: Mr. John D. Barnes, CEO
Members: 67,000
Job Postings: APTA.org Job Bank
Mailing List Rental: Available

The MPTA is a professional, non-profit organization and serves as a component of the American Physical Therapy Association (APTA). Association membership is comprised of physical therapists, physical therapy assistants and students in the field of physical therapy.

3300 Washtenaw Ave., Ste. 220
Ann Arbor, MI 48104-4200 USA
P (734)929-6075
F (734)677-2407
Members: 2,368
Job Postings: Available
Mailing List Rental: Available
B. Print Publications

1. Advance for Physical Therapists & Physical Therapy Assistants: Advance for PTs & PTAs circulates to active and registered Physical Therapists and Physical Therapy Assistants, rehab directors, PT directors, PT chiefs and senior students. Ad rates include posting on Advanceweb.com

Circulation: 75,019  
Frequency: Biweekly (Mondays)  
Closing: One week prior to issue date  
Bonus Distribution Issues:  
  Jan 28: American Physical Therapy Association Combined Sections Meeting (APTA-CSM)  
  March 17: Special Graduation Issue  
  May 5: Nursing Home Week  
  June 2: American Physical Therapy Association; National Athletic Trainers’ Association  
  July 28: Rehab Summit  
  Aug 11: ANNUAL CE DIRECTORY  
  Oct 6: NATIONAL PT MONTH  
  Nov 3: American Physical Therapy Association Private Practice Section (APTA-PPS)  
  Nov 17: American Academy of Physical Medicine and Rehabilitation (AAPM&R)

2. PT Bulletin Digest: Within each issue of PT Magazine is PT Bulletin Digest which offers the latest job opportunities and continuing education courses, along with the most important news from APTA’s weekly electronic newsletter. PT Bulletin serves as the resource for PTs and PTAs researching employment and continuing education opportunities.

Circulation: 64,570  
Frequency: Monthly  
Closing: 15th of the month, two months preceding issue date  
Bonus Distribution Issues:  
  Feb: Combined Sections Meeting 2008, Nashville, Feb 6-9  
  June: PT 2008 June 11-14, San Antonio, TX  
  Oct: NSC 2008 Oct 17-19, San Jose, CA  
  Nov: Private Practice Meeting Nov 5-8 Orlando, FL

3. Rehab Management: Rehab Management is the only publication that serves the entire team of rehab professionals in the short- and long-term physical medicine industry. Readers include OTs, PTs, Athletic Trainers, and Rehabilitation RNs.

Circulation: 20,000  
Frequency: 10x annually  
Closing: 15th of the month, two months preceding issue date  
Bonus Distribution Issues:  
  Jan/Feb: APTA Combined Sections Meeting  
  March: International Seating Symposium  
  May: Medtrade Spring  
  July: APTA National Conference  
  Oct: Medtrade Fall  
  Nov: APTA Private Practice
4. Shorelines: *Shorelines* is a quarterly publication that connects to the Physical Therapy professionals and students throughout the State of Michigan. For advertising information, contact Marcy Dwyer at (800)242-8131.

Circulation: 2,368  
Frequency: Quarterly  
Closing: First of the month, one month prior to issue  
Bonus Distribution Issues:  
   June: State Wide Issue sent to over 8,000 PTs in MI

5. Therapy Insider: *Therapy Insider* was designed to help inform PTs and OTs about career opportunities and clinical and professional developments.

Circulation: 60,000  
Frequency: 2x annually (June and October)  
Closing: May 1 for June; Sept 5 for Oct  
Bonus Distribution Issues:  
   June: American Physical Therapy Association  
   Oct: Combined Sections Meeting, American Occupational Therapy Association

6. Today in PT: *Today in PT* offers the highest circulation in this field (reaching 100,000 PTs and PTAs nationwide). This glossy, four color magazine offers quality, in-depth editorial in every issue.

Circulation: 100,000  
Frequency: Biweekly (Mondays)  
Closing: Wednesday prior to issue date  
Bonus Distribution Issues:  
   Feb 4: Combined Sections  
   May 12: PT Student Distribution  
   Jun 9: APTA  
   Sept 29: PT Month  
   Oct 13: Student Conclave

C. Web Opportunities

1. APTA Online Banner Package: [www.apta.org](http://www.apta.org)

2. APTA Online JobBank: [www.apta.org](http://www.apta.org)  
Searchable by category, location, and practice setting.

3. Advance for PTs and PTAs: [www.health-care-jobs.advanceweb.com](http://www.health-care-jobs.advanceweb.com)  
Advance for Physical Therapists and Physical Therapy Assistants online classified job postings.

4. PTJobs.com: [www.ptjobs.com](http://www.ptjobs.com)  
Job postings and resume database available.

5. Today in PT: [www.todayinpt.com](http://www.todayinpt.com)  
Job postings and banner ads available on Jobs page.
D. E-Newsletters/Email Blasts

1. Advance for Physical Therapists & Physical Therapy Assistants E-Newsletter:
   This opt-in e-newsletter is sent biweekly and offer opportunities to reach candidates with
   banner or text messages.

2. APTA Student E-News:
   www.apta.org/AM/Template.cfm?Section=_i_Student_e_News_i_&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=125&ContentID=15907
   Blasted monthly to over 15,000 students, APTA’s Student E-Newsletter is a popular resource for
   students. It keeps them in touch with APTA resources, events, and other information of
   interest.

3. eRecruit for Physical Therapists:
   Available through our channel partner, Katon Partners, this direct-to-candidate approach puts
   your customized recruitment message in front of candidates fast and cost-effectively through
   email.

4. PT Bulletin Online Email Blast Sponsorship:
   www.apta.org//AM/Template.cfm?Section=Current_Issue
   This e-newsletter is sent to members of the APTA each week. The sponsorship includes up to 50
   words with a link in 4 consecutive weekly email blasts.

5. Rehab Management’s Rehab Today E-Newsletter:
   www.rehabpub.com/RM-Media_Kit-08.pdf
   This weekly e-newsletter provides an arena for promotional messages via banner and tower
   ads, as well as text logo links.

E. Direct Mail

   www.apta.org/AM/Template.cfm?Section=Home&TEMPLATE=/CM/ContentDisplay.cfm&CONTENTID=41147
   Over 69,000 physical therapy professionals can be customized in whatever way works best for
   you, to include any or all of the following market segments: title (PTs, PTAs, PT students, PTA
   students); special interest (acute care, neurology, etc); practice setting (hospital, rehab
   center, private practice, etc); or geographic location (state, ZIP code).

   mpta@mpta.com
   The Michigan Physical Therapy Association offers mailing labels for a one time use only. In
   order to complete your purchase you must agree to the statements in the Potential Referral
   Advertising Disclaimer. Available to order by PT, PTA Students or all. List can be sorted by
district, zip and last name.
F. Conferences & Events

1. APTA PT2008:
   June 11-14, 2008
   San Antonio, TX

2. Michigan Physical Therapy Association:
   MPTA Student Conclave
   Contact: (800)242-8131
   March 28, 2008
   Holiday Inn South
   Lansing, MI

3. Michigan Physical Therapy Association:
   MPTA Spring Conference & Membership Meeting
   Contact: (800)242-8131
   March 29, 2008
   Holiday Inn South
   Lansing, MI

4. Michigan Physical Therapy Association:
   MPTA Annual Fall Conference
   Contact: (800)242-8131
   October 11, 2008
   Bavarian Inn
   Frankenmuth, MI

5. National Student Conclave NSC 2008:
   October 17-19, 2008
   San Jose, CA

G. Michigan Allied Health Programs: CAPTE Accredited Programs

Andrews University
Department of Physical Therapy
Andrews University
Berrien Springs, MI 49104-0420

Program Phone: (269)471-6061
Program Contact: Wayne L Perry, PT, MBA, PhD Department Chair
Program E-mail: perryw@andrews.edu

Career Services: http://www.andrews.edu/academics/student_success.html
Career Services Contact: (269)471-6096
Career Services Email: andreaci@andrews.edu
Graduation Dates: Jun, Aug
Central Michigan University
Graduate Program in Physical Therapy
Central Michigan University
1220 Health Professions Building
Mt. Pleasant, MI 48859

Program Phone: (989)774-2347
Program Contact: Herm Triezenberg, PT, PhD
Program E-mail: triez1hl@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

Grand Valley State University
Physical Therapy Program
Cook-DeVos Center for Health Sciences
Grand Valley State University
301 Michigan St, NE
Room 200
Grand Rapids, MI 49503

Program Phone: (616)331-3356
Program Contact: John Peck, PT, PhD Director
Program E-mail: peckj@gvsu.edu

Career Services: http://www.gvsu.edu/careers/
Career Services Contact: (616)331-3311
Career Services Email: career@gvsu.edu
Graduation Dates: N/A

Oakland University
Program in Physical Therapy
School of Health Sciences
Rochester, MI 48309-4482

Program Phone: (248)370-4041
Program Contact: Kristine A Thompson, PT, PhD Program Director
Program E-mail: kathomps@oakland.edu

Career Services: http://www4.oakland.edu/?id=61&sید=68
Career Services Contact: (248)370-3250
Career Services Email: careers@oakland.edu
Graduation Dates: N/A
University of Michigan - Flint
Physical Therapy Department
School of Health Professions and Studies
University of Michigan - Flint
2157 William S. White Building
303 E. Kearsley
Flint, MI 48502-1950

Program Phone: (810)762-3373
Program Contact: Donna Fry, PT PhD Associate Professor and Director
Program Email: donnafry@umich.edu

Career Services: http://www.umflint.edu/careers
Career Services Contact: (810) 762-3085
Career Services Email: advising@umflint.edu
Graduation Dates: May, Aug, Dec

Wayne State
Physical Therapy Program
Department of Health Care Sciences
Eugene Applebaum College of Pharmacy and Health Sciences
Room 2246
Wayne State University
Detroit, MI 48201

Program Phone: (313)577-1432
Program Contact: Thomas Birk, PT, PhD Chair and Associate Professor
Program E-mail: ae7647@wayne.edu

Career Services: http://www.careerservices.wayne.edu
Career Services Contact: (313)577-3390
Career Services Email: N/A
Graduation Dates: May, Aug, Dec
Alternative Recruiting Strategies

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

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

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

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

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

What we do in Direct Sourcing:
- We work with you to establish job requirements and ideal candidate qualifications. We discuss the companies and individuals you want to target, and then develop a job profile to guide the search process. Experienced executive search researchers identify candidates who match your job profile.
- The position and your company are discussed in detail with each candidate. The profiles of at least three candidates who best fit your job profile are then forwarded to you for further consideration.
- A detailed summary of all the candidates who were contacted will be sent to you. Depending upon your staffing needs, additional services are available: name generation relative to specifications; organization chart construction; face-to-face interviews; competitive intelligence; appointment scheduling; and background and reference checking.
What Direct Sourcing does for you:
- Quickly identifies candidates who closely match your desired criteria at a fraction of executive search prices.
- Puts you in contact with those who are not actively seeking a job change.
- Reaches those who do not respond to traditional advertising.
- Provides you with information about competitive companies.
- Benchmarks internal candidates against the best external candidates.
- Provides a third party to facilitate sensitive recruitment assignments.

Cost: $135/per hour; estimate is provided in advance.
**JWT/UMHS Direct Sourcing Projects completed:** Radiology & Nursing

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

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

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

Cost: $1500; results guaranteed or there is no charge.
Alternative Online Strategies
Pay-Per-Click (Google, Adworks and Yahoo)

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

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

1. Keyword Research
JWT Inside will conduct thorough research to select the most appropriate keywords for your program. We strive to find a balance between the words people are searching for, qualified visitors, and keyword competitiveness. Using specialized tools and leveraging our existing relationships with online media, we research the number of monthly searches for pre-determined keywords as well as the cost per keyword. JWT Inside will also revisit the current keyword list and scrub it to accentuate the best performing keywords while removing poor performers. JWT Inside will also make recommendations on new keywords to help support any key hiring areas or job disciplines that are needed. As UMHS communicates its critical hiring needs and provides information on the priority between different job segments, JWT Inside will ‘skew’ the list to favor the job areas most needed by UMHS.
2. **Keyword Selection**
   Selecting the keywords is the single most important part of PPC Advertising. If you choose the wrong words, your site will receive one of two things: no traffic or too much unqualified traffic. We will conduct a detailed needs analysis with UMHS and review research data to make the targeted keyword recommendation. JWT Inside will also update the selected keywords bi-monthly and actively manage the campaign to make sure the strongest performing keywords are selected.

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

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

**Cost:** Campaigns are quoted in advance; average monthly media charge for a Google Adworks campaign averages $5,000. In addition, there is a set up fee and reporting fee.
Health Observance Days for 2008

JANUARY 2008

Month-Long Observances
- Cervical Health Awareness Month [www.nccc-ongling.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-March1 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]
- 15 Women’s Heart Day [www.womensheartday.org]
- 29 Aster Awards Competition Deadline [www.asterawards.com]
MARCH 2008

Month-Long Observances
Brain Injury Awareness Month
Child Life Month
Colorectal Cancer Awareness Month
National Eye Donor Month
Hemophilia Awareness Month
National Kidney Month
National Nutrition Month
National Save Your Vision Month
National Professional Social Work Month
Workplace Eye Health and Safety Month

Week-Long Observances
2-8 Dental Assistants Recognition Week
2-8 Patient Safety Awareness Week
3-7 National School Breakfast Week
10-16 Brain Awareness Week
16-22 National Inhalants and Poisons Awareness Week
16-22 National Poison Prevention Week
16-22 National Pulmonary Rehabilitation Week

Recognition Days
13 World Kidney Day
25 Diabetes Alert Day
27 Wilhelm Conrad Roentgen’s Birthday
30 National Doctors’ Day

www.biausa.org
www.childlife.org
www.preventcancer.org
www.restoresight.org
www.hemophilia.org
www.kidney.org
www.eatright.org
www.aoa.org
www.socialworkers.org
www.preventblindness.org
www.ada.org
www.npsf.org
www.dana.org/brainweek
www.inhalants.org
www.poisonprevention.org
www.aacvpr.org
www.kidney.org
www.diabetes.org
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  wwwيثح.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.bettesleep.org
National Bike Month  www.nhtsa.gov
National Critical Care Awareness & Recognition Month  www.sccm.org
Healthy Vision Month  www.aao.org
Hepatitis Awareness Month  www.hepatitisfoundation.org
National High Blood Pressure Month  www.nhlbi.nih.gov
Huntington’s Disease Awareness Month  www.hdsa.org
Lupus Awareness Month  www.lupus.org
National Melanoma/ Skin Cancer Detection & Prevention Month  www.aad.org
National Mental Health Month  www.mentalhealthamerica.net
National Motorcycle Safety Month  www.nhtsa.gov
World Neurofibromatosis Awareness Month  www.ctf.org
Older Americans Month  www.aoa.gov
Oncology Nursing Month  www.ons.org
National Osteoporosis Awareness and Prevention Month  www.nof.org
National Physical Fitness and Sports Month  www.fitness.gov
National Sight-Saving Month: Ultraviolet Awareness  www.preventblindness.org
National Teen Pregnancy Prevention Month  www.advocatesforyouth.org
National Trauma Awareness Month  www.amtrauma.org
Tuberous Sclerosis Awareness Month  www.tsalliance.org
National Stroke Awareness Month  www.stroke.org

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

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

JUNE 2008

Month-Long Observances
National Aphasia Awareness Month  www.aphasia.org
Fireworks Eye Safety Month  www.aao.org
National Hernia Awareness Month  www.herniainfo.com
National Scleroderma Awareness Month  www.scleroderma.org
Vision Research Month  www.preventblindness.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.hkn.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

Recognition Days
18  Dental Awareness Day  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

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

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

www.mda.org
www.preventblindness.org
www.aao.org
www.partnersforimmunization.org
www.aans.org
www.psoriasis.org
www.curesma.com
www.lalecheleague.org
www.healthcenterweek.org
www.kidspeace.org
www.nahuc.org
www.mdausa.org
SEPTEMBER 2008

Month-Long Observances
America on the Move’s Campaign
Baby Safety Month
National Cholesterol Education Month
Craniofacial Acceptance Month
Fruit & Veggies Campaign
Gynecological Cancer Awareness Month
National Head Lice Prevention Month
Healthy Aging Month
Leukemia, Lymphoma & Myeloma Awareness Month
Pain Awareness Month
Prostate Health Month
National Sickle Cell Awareness Month
Sports & Home Eye Safety Month
Thyroid Cancer Awareness Month

www.americaonthemove.org
www.jpma.org
www.nhlbi.nih.gov
www.ccakids.org
www.fruitsandveggiesmatter.gov
www.thegcf.org
www.headlice.org
www.healthyaging.net
www.lls.org
www.theacpa.org
www.prostatehealth.com
www.sicklecelldisease.org
www.preventblindness.org
www.thyca.org

Week-Long Observances
1-7 National Childhood Injury Prevention Week
7-13 Suicide Prevention Week
7-13 National Assisted Living Week
7-13 National Healthcare Environmental Services Week
7-13 Prostatitis Awareness Week
14-20 Nephrology Nurses Week
14-20 Prostate Cancer Awareness Week
14-20 National Surgical Technologists Week
17-20 SHSMD Annual Conference
21-27 National Rehabilitation Awareness Celebration
21-27 National Reye’s Syndrome Awareness Week
21-27 Adult Immunization Awareness Week
21-27 Child Passenger Safety Week
21-27 Farm Safety and Health Week
21-27 Vasculitis Awareness Week
28-Oct. 4 Hearing Aid Awareness Week

www.assafeaspossible.org
www.suicidology.org
www.ncal.org
www.ashes.org
www.afud.org
www.annanurse.org
www.afud.org
www.ast.org
www.shsmd.org
www.nraf-rehabnet.org
www.reyessyndrome.org
www.rfid.org/ncal
www.boosterseat.gov
www.nsc.org/necas
www.vasculitisfoundation.org
www.ihsinfo.org

Recognition Days
7 National Grandparents Day
15 Neonatal Nurses Day
24 Women’s Health and Fitness Day
27 National Family Health and Fitness Day

www.grandparents-day.com
www.nann.org
www.fitnessday.com
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.plannedparenthood.org
- **Eye Injury Prevention Month**
  - www.aao.org
- **Halloween Safety Month**
  - www.preventblindness.org
- **Health Literacy Month**
  - www.healthliteracymonth.com
- **Healthy Lung Month**
  - www.lungusa.org
- **Liver Awareness Month**
  - www.liverfoundation.org
- **Medical Librarians Month**
  - www.mlanet.org
- **Medical Ultrasound Awareness Month**
  - www.sdms.org
- **National Chiropractic Month**
  - www.acatoday.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.ahrmm.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**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>9</td>
<td>National Depression Screening Day</td>
<td><a href="http://www.mentalhealthscreening.org">www.mentalhealthscreening.org</a></td>
</tr>
<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**

- National Alzheimer’s Disease Month: [www.alz.org](http://www.alz.org)
- Diabetic Eye Disease Month: [www.preventblindness.org](http://www.preventblindness.org)
- Epilepsy Awareness Month: [www.epilepsyfoundation.org](http://www.epilepsyfoundation.org)
- National Family Caregivers Month: [www.thefamilycaregiver.org](http://www.thefamilycaregiver.org)
- National Healthy Skin Month: [www.aad.org](http://www.aad.org)
- National Home Care Month: [www.nahc.org](http://www.nahc.org)
- National Hospice Month: [www.nhpco.org](http://www.nhpco.org)
- Pancreatic Cancer Awareness Month: [www.pancan.org](http://www.pancan.org)
- National Sexual Medicine Month: [www.urolgyhealth.org](http://www.urolgyhealth.org)
- Christmas Seals Campaign: [www.christmasseals.org](http://www.christmasseals.org)
- Jingle Bell Run for Arthritis: [www.arthritis.org](http://www.arthritis.org)
- Prematurity Awareness Month: [www.marchofdimes.com](http://www.marchofdimes.com)

**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.suna.org">www.suna.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>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</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
Safe Toys and Celebrations Month
Safe Toys and Gifts Month

Week-Long Observances
1-7 Aplastic Anemia/Myelodysplastic Syndrome Awareness Week

Recognition Days
1 World AIDS Day

www.nhtsa.gov
www.aao.org
www.preventblindness.org
www.aamds.org
www.worldaidsday.org