



ADVANCING CONNECTIONS

2022 AAPPR ANNUAL CONFERENCE

APRIL 23 - 27

MCCORMICK PLACE CONVENTION CENTER
CHICAGO, ILLINOIS



TABLE OF CONTENTS

3 Conference Overview

4 Schedule at a Glance

7 Health & Safety Precautions

8 Hosted Buyer Program

9 Scholarship Program

10 On-Demand Recordings

11 Pre-Conference Courses

13 Networking Events

15 Wednesday Master Class

16 Keynote Speakers

17 Monday Session Descriptions

20 Tuesday Session Descriptions

24 Registration Information

CONFERENCE OVERVIEW

Join us for the 2022 AAPPR Annual Conference on April 23-27 at McCormick Place in Chicago. This conference draws more than 600 physician and provider recruitment professionals, physician liaisons, administrators, CEOs, CMOs, VPs, and others involved in health care recruitment, retention, and onboarding processes.

As you strive to meet the challenges and opportunities of the evolving health care environment, your information needs are more significant than ever before. Take advantage of this unique opportunity to connect with colleagues and industry experts and receive cutting-edge information critical to your success. You will walk away with strategies to source smarter, recruit faster, and retain longer.



5 REASONS TO ATTEND

PROFESSIONAL DEVELOPMENT

1

No matter how experienced you are or how long you have been in the industry, everyone can learn something new. Attending the conference in Chicago offers 6.5 continuing educational credits and an additional 11 credits are available through the on-demand recordings. AAPPR is recognized by SHRM to offer PDCs for SHRM-CP or SHRM-SCP. In addition, these credits apply toward CPRP certification renewal.

2

NETWORKING

Meet with like-minded people and industry peers. By meeting others and listening to their backgrounds, you can learn new ways to achieve your career goals and take advantage of new methods of success.

3

NEW TRENDS

AAPPR conferences include vendors whose reason for being is to connect with you and educate you on their latest and greatest products and services. You may find new tools you were unaware of, tools that could provide a solution to problems your company or your physicians are facing.

4

GET INSPIRED

This conference will renew your energy and focus. You'll walk away ready to enhance your career with the knowledge you gained at conference!

5

YOU'LL HAVE FUN!

Being a recruitment professional should be rewarding and fun! All work and no play can get old fast. After a day of educational sessions, AAPPR provides attendees with several networking events and activities that are solely focused on your entertainment and networking.

SCHEDULE AT A GLANCE

ALL EVENTS TAKE PLACE AT THE MCCORMICK PLACE LAKESIDE CENTER UNLESS NOTED OTHERWISE.

SATURDAY, APRIL 23

PRE-CONFERENCE COURSES

● REQUIRES ADDITIONAL REGISTRATION FEE

- 9:00 – 5:00 PM Certified Physician/Provider Recruitment Professional (CPRP) Certification (lunch included) ●
- 9:00 – 5:00 PM Onboarding and Retention Certificate (lunch included) ●
- 9:00 – 5:00 PM Diversity Equity and Inclusion Micro Certification (lunch included) ●

SUNDAY, APRIL 24

PRE-CONFERENCE COURSES

● REQUIRES ADDITIONAL REGISTRATION FEE

- 9:00 – 4:30 PM Certified Physician/Provider Recruitment Professional (CPRP) Certification (lunch included) ●
- 9:00 – 4:30 PM Onboarding and Retention Certificate (lunch included) ●
- 9:00 – 4:30 PM Locum Tenens Management Certificate (lunch included) ●

WELCOME TO CONFERENCE

- 4:30 – 5:30 PM New Member and First-Time Attendee Social
- 5:30 – 7:30 PM Exhibit Hours
- 5:30 – 7:30 PM Welcome Reception

MONDAY, APRIL 25

GENERAL SESSIONS

➤ INDICATES SESSIONS AVAILABLE ON-DEMAND

- 7:30 – 5:00 PM Registration
- 7:30 – 8:30 AM Continental Breakfast, Networking, and Exhibits
- 7:30 – 4:00 PM Exhibit Hours
- 8:30 – 10:00 AM Welcome and Keynote Speaker: Batteries Not Included: Powering Critical Conversations
Dr. Kevin Ahmaad Jenkins
- 10:00 – 10:45 AM Networking and Exhibit Viewing

BREAKOUT SESSIONS | 10:45 – 11:30 AM

- **Physician Mentorship: Why It's Important, and How to Think About Designing a Program**, *Terri Christensen*
Creating Effective Sourcing Targets & Budgets, *Kaci Rivers, Indiana University Health*
- **"Iceberg Right Ahead!" - How Recruitment and Legal Teams Can Avoid Titanic Sourcing and Negotiation Pitfalls to Land Candidates in an Ever Competitive Market**, *Angela Pulcini and Alex Krause, Parkview Health*
Data, and Benchmarks, and the C-Suite, Oh My! A Review of AAPPR's 2021 Benchmarking and Research, *Megan Zielinski and AAPPR Leadership*
- Roundtable 1** - Topic will be announced at a later date

11:30 – 1:30 PM

Lunch and Exhibit Viewing

BREAKOUT SESSIONS | 1:30 – 2:15 PM

- **How Do Locums Feel About Working in YOUR Facility?**, *Physician Panel Discussion with CHG Healthcare Background Checks and Best Practices, Anna Jarecki, AccuCheck*
Working with GME and Residency Staff to Increase Connection to Trainees, *Brenda Thompson*
- **The Nuts and Bolts of Rural Recruitment**, *Ginger Thompson and Emily Davidson, Holzer Health System*
Roundtable 2 - Topic will be announced at a later date

2:15 – 3:00 PM

Networking Break and Exhibit Viewing

BREAKOUT SESSIONS | 3:00 – 3:45 PM

- **Now Hiring! Now What? How to Leverage Your Connections to Gain More Candidates**, *Sasha Randolph, Kansas Recruitment and Retention Center*
Increasing your Screen to Hire Ratio: Efficiently Managing the Intake, the Screen, the Pitch, and the Offer, *Marjorie Alexander, ChenMed*
Become an IMG Recruiter Superstar, *Robert Aronson and Loan Huynh, Fredrikson & Byron*
- **What Physicians Want: Understanding Career Stages and Motivations**, *Greg Chang and Li Felsen, Health eCareers*
Activity 1 - TBD

5:30 – 7:30 PM

Networking Party (Marriott Marquis Hotel)

TUESDAY, APRIL 26

GENERAL SESSIONS

- 7:00 – 8:00 AM Wellness Yoga (Marriott Marquis Hotel)
- 8:00 – 5:00 PM Registration
- 8:00 – 9:30 AM Continental Breakfast, Networking, and Exhibits
- 8:00 – 12:45 PM Exhibit Hours

BREAKOUT SESSIONS | 9:30 – 10:15 AM

- Onboarding Integration for a Productive & Engaged Work Force**, *Scott Polenz and Tarese Dubiel, Marshfield Clinic Health System*
- **An Intimate Conversation Among Recruiters About Unconscious Bias**, *Joy Sorensen Navare and Barbara Williams, Navigate Student Loans*
- **Setting Up Your Recruitment Team for Success: KPI's Matter**, *Clint Rosser and Nicole Stefanik, PracticeMatch*
My Urgency Will Match Yours: Navigating the Difficult Channels of Relationship Building in a Time of Heightened Necessity, *Kyle Hayman and Andrew Kriss, Optum*
Roundtable 3 - Topic will be announced at a later date

10:15 – 10:45 AM	Break and Exhibits
10:45 – 11:45 AM	Annual Business and Awards Meeting
11:45 AM – 12:45 PM	Lunch and Exhibits
12:45 – 1:00 PM	Exhibitor Prize Drawings
➤ 1:00 – 2:15 PM	Keynote Speaker: The Roadmap to Influence, <i>Stevie Ray</i>
2:15 – 2:45 PM	Break

BREAKOUT SESSIONS | 2:45 – 3:30 PM

Adjusting the Sails: Calling All Recruiters to a Higher Standard and Purpose, *JT Thoms, Jackson & Coker Locum Tenens*

➤ **How Physicians & Providers Approach the Job Search**, *Physician Panel Discussion with PracticeLink*

Untangling Locum Tenens, *Christy Ricks, Lifepoint Health & Julie Brooks, LocumsMart*

➤ **Behavioral Interviewing: Understanding the Past to Predict the Future**, *Jake Shimansky, Rogers Behavioral Health*

Roundtable 4 - Topic will be announced at a later date

3:30 – 4:00 PM Break

BREAKOUT SESSIONS | 4:00 – 4:45 PM

Health System Medical Staff Development Planning in 2022 and Beyond - Improve Access, Build Provider Capabilities, and Facilitate Strategic Growth, *Travis Ansel, HSG Advisors*

➤ **Other Duties as Assigned**, *Allyson Hollingsworth, Providence St Joseph Health*

➤ **Tips & Tools for Successful Recruitment Events**, *Stephanie Ambuehl and Jamie Piemontese, Optum*

Activity 2 - TBD

4:45 PM Conference Adjourns

WEDNESDAY, APRIL 27

MASTER CLASS

8:00 – 12:00 PM Master Class: Crucial Conversations, *Quin Harward, CHG Healthcare (Marriott Marquis Hotel)*



HEALTH AND SAFETY PRECAUTIONS

AAPPR's top priority is the health and safety of our conference participants. In the interest of public and attendee safety and comfort and to comply with the City of Chicago's mitigation requirements, AAPPR will require all conference participants to be fully vaccinated. Proof of vaccination will need to be provided to attend the conference. Details on how to submit proof will be shared following registration.

Individuals who have previously received a medical or religious exemption are exempt, provided these patrons show proof of the medical or religious exemption along with a negative COVID-19 test, administered by a medical professional, within 72 hours of the start of the conference.

AAPPR will enforce any federal, state, or local mandates as they exist at the time of the event. Those who don't comply will be asked to leave the event. Currently, Chicago requires mask use indoors. All residents and visitors to Chicago are strongly encouraged to follow public health safety measures. AAPPR asks that all attendees acknowledge the event waiver and liability release in their event registration.

To ensure that all feel comfortable and safe at our event, some extra distance may be implemented in gatherings, dining areas, and seating situations. Expect that dining events including breaks, meals, and receptions may be modified from our usual format to accommodate masking/distancing requirements.

For everyone's safety, please do not arrive to the meeting ill or with any symptoms of COVID-19 or other similar flu viruses. AAPPR is not responsible for losses in airfare/hotel due to non-attendance for any reason. Please plan accordingly when making reservations. If you develop symptoms while at the meeting, please quarantine yourself and notify a member of the AAPPR staff.



HOSTED BUYER PROGRAM

SUNDAY | 8:00 AM - 3:30 PM

AAPPR's Hosted Buyer Program is offered to leaders and decision-makers within physician and provider recruitment and talent departments.

BENEFITS

- Connect one-on-one with business partners that offer tools and solutions to enhance your recruitment program
- Receive complimentary registration to the 2022 AAPPR Annual Conference

REQUIREMENTS OF PARTICIPATION

Approved hosted buyers will be required to meet with at least eight of the sponsoring business partners of their own choosing at the conference. Attendees will be able to review business partners' profiles and initiate appointments through AAPPR's scheduling portal. Each meeting will be fifteen minutes long and will take place at designated times throughout the event that do not conflict with the education and networking sessions.

APPLICATION PROCESS

Health care professionals interested in becoming a hosted buyer must complete an online application. AAPPR will review applications based upon applicants' decision-making authority and purchasing level/interest. Participation is generally limited to one person per health care facility. Exceptions may be made if colleagues from the same facility make independent buying decisions.

APPLY HERE

SPACE IS LIMITED, SO APPLY EARLY!

First-round applicants will receive notification of the acceptance by the end of February. Additional applicants will be accepted after the first-round as space and vendor participation allows.

SCHOLARSHIP PROGRAM



APPLY FOR THE SCHOLARSHIP PROGRAM

Application Deadline: February 11

AAPPR provides scholarships for attendance at the conference each year. Scholarship covers:

- Registration fees for the main educational conference
- Hotel lodging for up to three nights (room and tax only)
- Round-trip economy or coach class airfare or rail fare (not to exceed \$800)

Scholarships are funded through corporate sponsors and the association as approved in the annual budget. The number of scholarships available varies based on funding.

To apply for the AAPPR Conference Scholarship Program, an individual must meet the following criteria:

- Be a current member of AAPPR in good standing (excluding AAPPR board members and committee chairs)
- Have not received an AAPPR scholarship in the last 24 months

Apply today at member.aappr.org/page/2022_scholarship

Scholarship recipients will be notified on or before March 1.

THANKS TO OUR SCHOLARSHIP SPONSORS!



JAMA Career Center.

PracticeLink

ON-DEMAND CONFERENCE RECORDINGS

Are you unable to attend the 2022 AAPPR Annual Conference? Are you attending but wish you could be in multiple sessions at the same time? Take advantage of the on-demand conference recordings! Access 14 educational sessions being presented at conference and earn 11 continuing education credits.

Recordings will become available approximately 3 weeks following the conference (around May 18, 2022).

SESSIONS INCLUDED IN THE ON-DEMAND PACKAGE

VIDEOS

Batteries Not Included: Powering Critical Conversations, Dr. Kevin Ahmaad Jenkins (Keynote)

The Roadmap to Influence, Stevie Ray (Keynote)

How Do Locums Feel About Working in Your Facility?, Physician Panel Discussion Moderated by Cindy Slagle, Vice President, CHG Healthcare

How Physicians and Providers Approach the Job Search, Panel Discussion Moderated by Eric Martin, PracticeLink

AUDIO/SLIDE RECORDINGS

Physician Mentorship: Why It's Important, and How to Think About Designing a Program, Terri Christensen, PhD, H&H Associates, LLC

"Iceberg Right Ahead!" How Recruitment and Legal Terms Can Avoid Titanic Sourcing and Negotiation Pitfalls to Land Candidates in an Ever-Competitive Market, Angela Pulcini, MSM and Alex Krause, JD, MHA, Parkview Health

The Nuts and Bolts of Rural Recruitment, Ginger Thompson, CPRP, RT(R) and Emily Davidson, Holzer Health System

Now Hiring! Now What? How to Leverage Your Connections to Gain More Candidates, Sasha Randolph, Kansas Recruitment and Retention Center

What Physicians Want: Understanding Career Stages and Motivations, Greg Chang and Li Felsen, Health eCareers

An Intimate Conversation among Recruiters about Unconscious Bias and Student Loans, Joy Sorensen Navare and Barbara Williams, Navigate Student Loans

Setting Up Your Recruitment Team for Success: KPIs Matter, Clint Rosser and Nicole Stefanik, PracticeMatch

Behavioral Interviewing: Understanding the Past to Predict the Future, Jake Shimansky, CPRP, Rogers Behavioral Health

Other Duties as Assigned, Allyson Hollingsworth, MHA, CPRP, Providence St. Joseph Health

Tips and Tools for Successful Recruitment Events, Stephanie Ambuehl and Jamie Piemontese, Optum

PRICING

➤ **\$99** as an add-on to conference registration (choose add-on when registering for conference)

➤ **\$349** as a stand-alone product

REGISTER FOR THE STANDALONE PRODUCT

PRE-CONFERENCE COURSES SATURDAY & SUNDAY

PRE-CONFERENCE COURSES REQUIRE AN ADDITIONAL REGISTRATION FEE.

*AAPPR's CPRP Certification and DEI Micro Certification are available to AAPPR members only. Non-members are welcome to take each course but not eligible to take the exam or hold the certification. **The CPRP Certification is a pre-requisite for the DEI Micro Certification.***

The Onboarding and Retention and Locum Tenens Management Certificates can be earned by members and non-members.

CERTIFIED PHYSICIAN/PROVIDER RECRUITMENT PROFESSIONAL (CPRP) CERTIFICATION **COURSE**

SATURDAY | 9:00 AM - 5:00 PM

SUNDAY | 9:00 AM - 4:30 PM

Presenters TBD

The AAPPR Certified Physician/Provider Recruitment Professional (CPRP) Certification lets you stand apart from the crowd because it demonstrates you have received a comprehensive education in all aspects of physician and provider recruitment. The AAPPR CPRP Certification is the most comprehensive, authoritative resource for health care professionals seeking to develop and test their skills and knowledge within a broad spectrum of topics including physician and provider recruitment, onboarding and retention, human resources, and relevant legal issues.

The program provides an in-depth view of recruiting basics such as sourcing, screening, and interviewing, as well as delving deeper into advanced topics such as interpreting benchmarking metrics and understanding/implementing medical staff development plans. Recruitment professionals with the CPRP designation are equipped with resources, best practices, and cutting-edge training that is put to use every day in order to recruit and retain top candidates for their hospital and health systems, as well as to influence hiring practices in the provider workforce.

ONBOARDING AND RETENTION CERTIFICATE **COURSE**

SATURDAY | 9:00 AM - 5:00 PM

SUNDAY | 9:00 AM - 4:30 PM

Presenters: Donna Ecclestone, CPRP and Terri Christensen, PhD

Suited for individuals who participate in the provider onboarding process and experience, or for teams looking to implement an onboarding program, this course will provide participants with best practices on creating or enhancing your program. Whether you have all onboarding tasks handled by one person, or a dedicated onboarding team, you'll walk away with ideas on what a successful program looks like, tips for incorporating virtual and in-person tactics and measurable ways to track the program's sustainability.

DIVERSITY, EQUITY AND INCLUSION MICRO CERTIFICATION COURSE

SATURDAY | 9:00 AM - 5:00 PM

Presenter: Tamiko Stanley, Chief Diversity Equity and Inclusion Officer, Luminis Health

AAPPR is pleased to offer the new Diversity Physician/Provider Recruitment Course and Credential. This course provides an advanced certification for those already holding a current CPRP certification. Attendees will develop skills for effective diversity recruitment and be able to demonstrate skills and leadership proficiency in this area, further fostering a new ability to influence effective DEI and diversity recruitment strategies to support and drive systemic change. While other courses may claim to cover this topic, you can be assured that this content has been peer reviewed by fellow physician/provider recruiters and approved by the AAPPR Board of Directors. This content builds from the existing CPRP Curriculum.

This course requires approximately 3.5 hours of self-guided learning to be completed before the live session instruction at the conference.

Pre-requisite: CPRP certification

At the successful completion of the course and corresponding exam, the participant will be awarded the DEI microcredential to be added at the end of their CPRP credential. The new credential earned will be CPRP-DEI and renewal will coincide with the participant's existing CPRP renewal schedule. An additional 3 hours of CE, every three years, in addition to the 24 hours of CE for CPRP renewal will also be required to maintain the credential.

This course will be offered again in late summer of 2022.

LOCUM TENENS MANAGEMENT CERTIFICATE COURSE

SUNDAY | 9:00 AM - 4:30 PM

Presenters TBD

The cost of mismanaging a locum tenens placement is not only the time lost but thousands of dollars in revenue if billing is not done correctly. Additionally, the communication challenges between recruitment staff and credentialing staff can add to the administrative burden and speed of hiring when time is crucial. To address the challenges members encounter when tasked with managing the locums' process, AAPPR has developed a certificate course in Locum Tenens Management.

Through this course, participants will be able to engage with instructors and colleagues to learn the many nuances of the locum process and gain crucial skills and knowledge to lead the locum management process within their organizations.

NETWORKING EVENTS

NEW MEMBER AND FIRST-TIME ATTENDEE SOCIAL

SUNDAY | 4:30 PM - 5:30 PM

Connect with AAPPR leaders, other new members and first-time conference attendees. This event will arm you with strategies for realizing the most benefit from your attendance at the conference.

WELCOME RECEPTION

SUNDAY | 5:30 PM - 7:30 PM

Get your meeting off to a great start by joining your fellow attendees to meet and mingle. Appreciate the power and energy of the AAPPR Annual Conference as all career levels come together for fun and networking in the Exhibit Hall.

NETWORKING PARTY

MONDAY | 5:30 PM - 7:30 PM

Join AAPPR and your fellow attendees for a celebration at the Marriott Marquis Hotel. Enjoy upbeat music by DJ Sasha, interactive lawn games, Windy City food stations and the opportunity to connect with other recruitment professionals.

WELLNESS YOGA

TUESDAY | 7:00 AM - 8:00 AM

Recharge, re-energize, and relax with yoga and mimosas on Tuesday morning. All experience levels are welcome at this special session. Yoga mats, one mimosa, and breakfast will be provided.

ANNUAL BUSINESS AND AWARDS MEETING

TUESDAY | 10:45 AM - 11:45 AM

AAPPR's Annual Business and Membership Meeting will be held on Tuesday, April 26, from 10:45 - 11:45 AM. AAPPR will present the state of the association, conduct AAPPR's annual elections, and present awards.



EXHIBIT HALL

SUNDAY - TUESDAY | TIME VARIES

Don't miss your opportunity to connect with nearly 80 exhibiting companies representing an abundance of services specific to the needs of physician and advanced practice provider recruitment, retention, and onboarding professionals.

EXHIBITING HOURS

Sunday, April 24, 5:30 - 7:30 PM

Monday, April 25, 7:30 AM - 4:00 PM

Tuesday, April 26, 8:00 AM - 12:45 PM



WEDNESDAY MASTER CLASS: CRUCIAL CONVERSATIONS

WEDNESDAY MASTER CLASS REQUIRES AN ADDITIONAL REGISTRATION FEE. SPACE IS LIMITED.

WEDNESDAY | 8:00 AM - 12:00 PM

Join us for a Master Class on Crucial Conversations; discussions between two or more people where stakes are high, opinions vary, and emotions run strong—these conversations, when handled poorly or ignored, cause teams and organizations to get less-than-desirable results. The class will start with the basics of Crucial Conversations.

Then, building on the basics attendees will dissect the criteria, learn how to get into the right mindset, discover their true intentions, and realize self-sabotaging actions. From there, the focus will shift to finding your inner voice and identifying where the skills we'll be learning can be applied. After, we'll discuss how to start a conversation in the right direction by learning how to script ways to begin interactions. Next, we'll talk about how and why conversations degrade for both parties and tips to get back onto a path that will lead to better understanding for everyone.

Finally, we'll discover how to set proper expectations and build trust, exploring simple ways to start getting better results. From the moment the session ends, attendees will have the confidence and ability to make natural changes in their approach to tough conversations and build stronger relationships.



KEYNOTE SPEAKERS



DR. KEVIN AHMAAD JENKINS

*Batteries Not Included: Powering
Critical Conversations*

A catalyst for change that opens the path to healing dialogue.

Tough corporate conversations about inequity where we work, live, and learn can intimidate anyone. The toxicity of corporate environments surfaces when we host dialogue with no destination. No matter the conflict or crisis, organizations need to know why and how to lead critical conversations about tough topics. Dr. Kevin provides a roadmap and guides your company through the art of authentic engagement that reconstructs corporate culture.



STEVIE RAY

The Roadmap to Influence

Every member of an organization—executives, managers, and front-line staff—must influence others to achieve a positive outcome. Sadly, most people rely on ineffective methods of persuasion, statistics and information, authority, or pressure, to influence others.

Stevie Ray's interactive, hands-on session teaches the process of influencing others to accept your message and act on it. You will also learn the neuroscience of decision-making, giving you a better understanding of why some approaches to influence work, while others cause even more resistance.

MONDAY, APRIL 25

SESSION DESCRIPTIONS



BREAKOUTS | 10:45 – 11:30 AM

Physician Mentorship: Why It's Important, and How to Think About Designing a Program

Terri Christensen, PhD, President, H&H Associates, LLC

Physician leadership success stories almost inevitably have one common theme: at least one critical mentor, and possibly more, whose guidance proved invaluable. Established mentorships can make the difference between a carefully weighted decision and one that the physician regrets years later. But, unfortunately, the value of mentorship is often underestimated and is a crucial retention tool. Find why mentorship is important and how you can design a program that will support your physicians.

Creating Effective Sourcing Targets & Budgets

Kaci Rivers, CPRP, PHR, Provider Recruitment Consultant, Indiana University Health

There are many options when it comes to spending your sourcing budget, but how do you determine if you are spending that money effectively? What are your targets, and do they measure branding, applies, or hires? Learn how to identify your sourcing goals, create a budget with measurable objectives, and evaluate each sourcing method appropriately to determine effective ROI.

“Iceberg Right Ahead!” - How Recruitment and Legal Teams Can Avoid Titanic Sourcing and Negotiation Pitfalls to Land Candidates in an Ever Competitive Market

Angela Pulcini, MSM, Director of Provider Services and Alex Krause, JD/MHA, Legal Counsel, Parkview Health

As health systems grow, so does the complexity of working with internal clients to ensure you are sourcing the most suitable candidates, engaging them, and then negotiating to ultimately sign them. In addition, there is an ever-growing leadership structure, and a physician recruitment department, along with others, can be in a difficult position. This presentation will discuss how two leaders have worked together to ensure a seamless (most of the time) recruitment process within an extensive integrated health system. Attendees will learn how an organization approaches a matrixed leadership environment, maintaining competitive negotiations, and ultimately satisfying recruits and internal leaders alike.

Data, and Benchmarks, and the C-Suite, Oh My! A Review of AAPPR's 2021 Benchmarking and Research

Megan E. Zielinski, Physician Recruiter, Mercy Health and AAPPR Leadership

A key element of AAPPR's mission is to empower industry experts through meaningful research that can be utilized to inform strategies. Join AAPPR members and leadership as we discuss the results of our 2021 research. Learn the remarkable shifts and evolution of best practices from the nation's most comprehensive physician and advanced practice provider recruitment benchmark report. We will review the surveys AAPPR has conducted throughout 2021 and discuss the trends that have been revealed. Additionally, you'll gain a competitive edge for success by meaningfully translating the report's findings into value-driven discussion points for your leaders and your organization.

BREAKOUTS | 1:30 – 2:15 PM

How do Locums Feel About Working in YOUR Facility?

Cindy Slagle, Vice President, CHG Healthcare

Locum tenens physicians are a regular part of healthcare delivery. But do you know what the locums in your facility think? Do they enjoy working for you, or do they never want to return? Join us for an interactive panel discussion with locum tenens physicians as they share the best practices in onboarding, care delivery, and more. Learn what they have experienced working in different facilities around the country and walk away with tips to improve the partnership with locum providers at your organization.



Background Checks and Best Practices

Anna Jarecki, BA, FMSD, Principal, Chief Story Teller, AccuCheck Investigations

Deal Breakers... what facts about your candidate would constitute a “deal-breaker,” and how do you know if your process reveals them? Was there something you could have known that would have altered the decision to move forward? Is your current background check both compliant and comprehensive? Are you confident you haven’t missed anything that could adversely affect your organization, patients, and/or your job? Find out what could be revealed when you dig deeper – because their past is your future.



Working with GME and Residency Staff to Increase Connection to Trainees

Brenda Thompson, MA, GME Pundit

Did you know that a trainee never sees most job postings? Additionally, most attempts recruitment professionals make at connecting with residency programs go unanswered. This presentation will discuss the barriers to a recruiter’s success and why from a GME insider. Join us to learn several action-based solutions to break through each barrier and make connections with trainees.



The Nuts and Bolts of Rural Recruitment

Ginger Thompson, CPRP, RT(R), Physician Recruiter and Emily Davidson, Physician Recruiter, Holzer Health System

This session explores the good, bad, and ugly of rural recruitment. Rural recruiters face unique challenges when it comes to attracting top provider talent. However, looking at your community through a different lens can change the manner of recruiting that perfect fit physician. So let’s get creative and think outside the “small town box” to recruit for rural positions.



Activity

Specific activity will be announced at a later date.

BREAKOUTS | 3:00 – 3:45 PM

Now Hiring! Now What? How to Leverage Your Connections to Gain More Candidates

Sasha Randolph, Recruitment and Retention Manager, Kansas Recruitment and Retention Center

Get the insight you need to find the right healthcare provider! Organizations are fighting for a strong workforce, and referrals can be your healthcare facility's biggest asset. In addition, a culture influences many aspects of an organization, including workplace relationships, processes, effective internal and external communication, and accomplishing goals. Join this session to identify best practices for your organization's workplace culture, pipeline recruitment efforts, and leveraging connections to grow within.



Increasing your Screen to Hire Ratio: Efficiently Managing the Intake, the Screen, the Pitch, and the Offer

Marjorie Alexander, MBA, CPRP, Managing Director Physician Recruitment, ChenMed

This engaging presentation will focus on the importance of the candidate screening process for greater recruitment professional effectiveness and a higher screen to offer conversion ratio. Learn the benefits of utilizing an intake form to engage hiring managers, the importance of solid candidate screening by the recruiter, the professional submission of the screening form. During this presentation, we will also discuss how identifying top talent through screening will make every recruiter work more efficiently.



Become an IMG Recruiter Superstar

Robert Aronson, JD, Immigration Attorney and Loan Huynh, JD, Immigration Attorney, Fredrikson & Byron

Immigration needs to be an important part of a physician recruiter's toolbox for multiple reasons, including the shortage of physicians in the domestic workforce. Our immigration laws contain provisions that essentially induce International Medical Graduates (IMG's) to take up hard-to-fill positions serving as safety-net providers. This presentation will provide recruiters with the ability to productively engage with IMG candidates, assess their potential contributions, and convey a level of commitment and competence in addressing the immigration needs of IMG candidates.



What Physicians Want: Understanding Career Stages and Motivations

Greg Chang, Managing Director and Li Felsen, Account Executive, Health eCareers

What are physicians looking for at different stages in their careers? What are common threads and differences by specialty? What makes one job posting more desirable than another to a physician? This presentation will share primary research conducted on physician, surgeon, and specialist career stages and their motivations for changing jobs. By attending this session, you will be able to use these findings to better communicate with active and passive candidates based on their needs.



Roundtable

A lively and engaging discussion on current topics in provider recruitment, onboarding and retention. Specific topics for the roundtable discussions will be announced at a later date.

TUESDAY, APRIL 26

SESSION DESCRIPTIONS

BREAKOUTS | 9:30 – 10:15 AM

Onboarding Integration for a Productive & Engaged Work Force

Scott Polenz, CPA, MBA, FACHE, Vice President of Physician & Advanced Practice Clinician Relations and Tarese Dubiel, MBA, Director of Physician & APC Recruitment & Onboarding, Marshfield Clinic Health System

Marshfield Clinic Health System faced a challenge. It had no formal, comprehensive onboarding program for physicians and advanced practice clinicians. In addition, the onboarding efforts within the organization were fragmented, duplicative, passive, and frustrating for physicians & advanced practice clinicians alike. As a result, the organization faced high turnover and low engagement. In response to these challenges, an Onboarding Taskforce was created, and within one year, a robust onboarding program was developed and implemented. Join us as we map out our journey and approach.

An Intimate Conversation among Recruiters about Unconscious Bias

Joy Sorensen Navare, President and Barbara Williams, National Steering Director, Navigate Student Loans

Please join us as we dive into our unconscious bias during a conversation with our panel of experts. How does unconscious bias show up in recruiting? How do economic inequities impact recruiters when they talk to candidates about student loans? Leave this session with tools you can immediately use with your team. Please join us for this courageous conversation.

Setting Up Your Recruitment Team for Success: KPI's Matter,

Clint Rosser, COO and Nicole Stefanik, Client Account Manager, PracticeMatch

Focusing on metrics is key to achieving desired business results, but it can be difficult to determine which metrics actually matter. In this session, we will show how measurements work, why measuring performance is beneficial, how to measure, and how to apply it for individuals or an entire department. Next, we will identify your organizational goals and then explain how you can use this information to ensure your KPIs and smart goals roll up to help achieve success. Finally, you will learn how to ensure all your vendors understand your goals and do everything to help you achieve success.

My Urgency Will Match Yours: Navigating the Difficult Channels of Relationship Building in a Time of Heightened Necessity

Kyle Hayman, Principal Recruiter and Andrew Kriss, Sr. Provider Recruiter, Optum

What do you do when our everyday urgency becomes accelerated in a time of pandemic and physician burnout? Join us for a deep dive into the increasing challenges of building relationships and communicating with stakeholders during a time when everything is a priority, including our own wellbeing. We'll dig into some real-life examples of successfully navigating multiple customers across a diverse organization and walk away with tips and tricks on how to meet our leaders where they are.

Roundtable

A lively and engaging discussion on current topics in provider recruitment, onboarding and retention. Specific topics for the roundtable discussions will be announced at a later date.

BREAKOUTS | 2:45 – 3:30 PM

Adjusting the Sails: Calling All Recruiters to a Higher Standard and Purpose

JT Thoms, Host of REMARKableRecruitment, Jackson & Coker Locum Tenens

Recruiters across the country are overworked and unappreciated. They are under-resourced and overwhelmed. And the provider pool is only getting worse. Like sailing in the sea during a storm, you have three options:

1. Surrender and give up
2. Get mad and complain
3. Get busy and adjust the sails

We need recruiters who are willing to step up and rise to the challenge more than ever. It's time to stop being average and start being #REMARKable.



How Physicians & Providers Approach the Job Search

Eric Martin, Director of Sales and Client Relations and Mary Dennis, Regional Director, PracticeLink

It's easy to fall into the same old recruitment process every time there's a position to fill, but is it the best way to connect with physicians? In this session, PracticeLink will moderate a panel of physicians who will share what they experienced during the job search. By attending, you'll gain insights into what helps physicians most during the job search – and what doesn't.



Untangling Locum Tenens

Christy Ricks, MHA, CPRP, AVP, Provider Recruitment, LifePoint Health and Julie Brooks, LocumsMart

This session will provide valuable lessons for anyone utilizing Locum Tenens providers. Subject matter experts will share real-life tactics to improve your Locums' experience and save your organization money. Learn how to negotiate favorable contract terms and partner with Locums vendors to your benefit. Stop the constant and unnecessary vendor calls and emails by utilizing a VMS partner.



Behavioral Interviewing: Understanding the Past to Predict the Future

Jake Shimansky, CPRP, Manager, Medical Staff Recruitment, Rogers Behavioral Health

Learn how to develop a standardized behavioral interview program. In this session, we will focus on developing behavioral interview questions and identifying and utilizing the most appropriate follow-up questions. Find out how to create an awareness of theoretical responses and learn how to avoid them. Finally, we will explore how to analyze the results for the best outcome.



Roundtable

A lively and engaging discussion on current topics in provider recruitment, onboarding and retention. Specific topics for the roundtable discussions will be announced at a later date.

BREAKOUTS | 4:00 – 4:45 PM

Health System Medical Staff Development Planning in 2022 and Beyond - Improve Access, Build Provider Capabilities, and Facilitate Strategic Growth

Travis Ansel, MBA, Managing Partner, HSG Advisors

This presentation will provide best practices for medical staff development in the current healthcare environment, emphasizing improving access, building provider capabilities, and facilitating strategic growth need to be forefront. Relying purely on evaluations of community needs and piecing together a decentralized recruitment strategy will result in a disconnect between the strategic needs of a health system and its ability to execute through its provider workforce. Learn how medical staff development planning intersects with strategic planning and recruitment strategy to form a cohesive organizational roadmap.



Other Duties as Assigned

Allyson Hollingsworth, MHA, CPRP, Physician and Provider Recruiter, Provider Solutions & Development

We all have the line in our job description that states, “and other duties as assigned.” However, these duties can quickly become overwhelming, challenging, and disrupt your focus from your everyday tasks if not handled appropriately. This presentation will focus on identifying your workload limits, communicating those limits to others, and identifying three strategies on how to manage our ever-growing responsibilities in our job.



Tips & Tools for Successful Recruitment Events

Stephanie Ambuehl, Director, National Events & Conferences and Jamie Piemontese, Event Planner, Optum

Are you looking for new ways to engage candidates through events? This session will offer a slew of best practices for planning physician recruitment events. Learn from an experienced team of recruitment event planners with the largest employer of physicians in the United States, who drove over 215 Resident and Career Events in 2021 while also pivoting between in-person and virtual, resulting in over 15,000 leads. In this session, you will learn how to coordinate a residency event regardless of your resources. Hear some tips and ideas for setting your event(s) apart, and calibrate with physician recruitment marketing strategies to drive brand awareness and engagement while building candidate pipelines.



Activity

Specific activity will be announced at a later date.



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As of January 3, 2022

- | | | |
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| AB Staffing Solutions LLC | Fusion Marketing Group | NAS Recruitment Innovation |
| AccuCheck Investigations | Goldfish Medical Staffing | Navigate Student Loans |
| Adaptive Medical Partners | Harger Howe Advertising | Naylor Association Solutions |
| Adkisson Search | Hayes Locums | NEJM CareerCenter |
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| Elsevier Recruitment Solutions | MPLT Healthcare | |
| Enterprise Medical Recruiting | | |

REGISTRATION & HOTEL INFORMATION



HOTEL RESERVATIONS

Marriott Marquis Chicago

2121 S Prairie Ave
Chicago, IL 60616

Discounted rate: \$289 plus tax

BOOK YOUR HOTEL ROOM HERE

Deadline to book: April 1

Please Be Advised: The ACP Conference directly follows our conference. If you plan to attend/exhibit at the ACP Conference be careful to not double book.

CONTINUING EDUCATION CREDIT

Attendance at the conference in Chicago offers 6.5 continuing educational credits and an additional 11 credits are available through the on-demand recordings. AAPPR is recognized by SHRM to offer PDCs for SHRM-CP or SHRM-SCP. In addition, these credits apply toward CPRP certification renewal.

The HR Certification Institute allows professional development education that aligns with the applicable exam content to be used towards recertification of HRCI's credentials. Visit www.hrci.org for details.

CONFERENCE ELIGIBILITY REQUIREMENTS

The 2022 AAPPR Annual Conference is designed for health care professionals who influence the recruitment to retention continuum and are committed to quality health care for their communities. You must meet membership requirements to attend. Visit aappr.org/join-now for details.

All registrations are reviewed to ensure they meet the AAPPR eligibility policies and are considered pending until approved and conference eligibility has been met. Employees from vendors that have not purchased an exhibit booth are not eligible to attend. AAPPR reserves the right to refuse or cancel all ineligible registrations at any time and shall not be held accountable for any outside fees associated with any cancellation. If you have questions about the conference eligibility criteria, please contact info@aaappr.org.

ACCOMMODATIONS

Please direct any requests for reasonable accommodation under the Americans with Disabilities Act of 1990 as soon as possible or no later than March 16, 2022, to Amber Feldpausch at (800) 830-2777 or events@aappr.org.

CANCELLATION/REFUND POLICY

All cancellation requests must be submitted through the online refund request form.

If cancellation is received by **April 8, 2022**, the registrant may choose:

- A refund minus a \$50 administrative fee
- Access to the on-demand recordings (value of \$349) and the remaining funds as a credit for next year's conference
- A 100% credit for next year's conference (and no access to the on-demand recordings)

If cancellation is received on or after **April 8, 2022**:

- Access to the on-demand recordings (value of \$349) and the remaining funds as a credit for next year's conference
- A 100% credit for next year's conference (and no access to the on-demand recordings)

Refunds will be processed within 30 days following conference.

[SUBMIT REQUEST FORM HERE](#)

PHOTOGRAPHY CONSENT

Attendance at or participation in this conference constitutes consent to the use and distribution by AAPPR of the attendee's image or voice for informational, publicity, promotional, and/or reporting purposes in print or electronic communications media. Video recording by participants and other attendees during any portion of the conference is not allowed without prior written permission of AAPPR.

Photographs of copyrighted PowerPoint or other slides are for personal use only and are not to be reproduced or distributed. Do not photograph any such images that are labeled as confidential and/or proprietary.

PRICING

	Annual Conference	Certified Physician/Provider Recruitment Professional (CPRP) Certification Course	Diversity, Equity and Inclusion Micro Certification Course	Onboarding and Retention Certificate Course	Locum Tenens Management Certificate Course
Member (through March 14)	\$699	\$1099	\$499	\$499	\$499
Member (through April 11)	\$899	\$1299	\$649	\$649	\$649
Non-Member (through March 14)	\$899	\$1299	\$649	\$649	\$649
Non-Member (through April 11)	\$1099	\$1499	\$849	\$849	\$849

AAPPR's CPRP Certification and DEI Micro Certification are available to AAPPR members only. Non-members are welcome to take each course but not eligible to take the exam or hold the certification. **The CPRP Certification is a pre-requisite for the DEI Micro Certification.**

The Onboarding and Retention and Locum Tenens Management Certificates can be earned by members and non-members.

Registering 6 or more attendees? Contact info@aappr.org to receive a 25% discount code.

- Discount code must be applied when completing registration. No retroactive refunds will be given.
- Not valid for guest tickets

Additional add-on opportunities:

- Sunday, April 24, Welcome Reception: complimentary to registered attendee, \$45 guest ticket
- Monday, April 25, Networking Party: complimentary to registered attendee, \$125 guest ticket
- Wednesday, April 27, Master Class, Crucial Conversations: \$50
- Tuesday Morning Yoga: complimentary to registered attendees

On-Demand Conference Recordings:

recordings will become available approximately 3 weeks following conference. Viewing available post-conference for one-year

- Annual conference add-on \$99
- On-demand conference recordings only \$349