



AAPPR NETWORKING GUIDE

Welcome to AAPPR's Networking Guide, a resource designed to help physician and provider recruitment professionals navigate the world of networking. This guide outlines valuable insights and best practices to maximize the benefits of networking, both virtually and in person.

Why Networking Matters

Networking plays a pivotal role in enhancing your professional journey. It strengthens your connections within the industry, fosters collaboration with partners and colleagues, and boosts your visibility. Whether you're seeking new opportunities, ideas, or simply aiming to stay engaged, networking is your key to success.

Two Essential Aspects of Networking

1. **Build Your Network Constantly** nurture your network regardless of your current role or circumstances. This proactive approach safeguards you against unforeseen changes and opens doors to potential opportunities.
2. **Active Networking** An active network involves consistently engaging with individuals in your network. Regular interactions keep your connections strong and maintain the value of your professional relationships.

The Rise of Virtual Networking

In today's scenario, maintaining connections, staying informed about industry trends, and pursuing professional growth are crucial. For decades professionals utilized industry events to meet new colleagues and grown their network. During COVID-19, despite the absence of in-person events, virtual networking became a powerful tool:

- Virtual meetings facilitate connections.
- Virtual roundtables offer insights into industry trends.
- Presenting yourself professionally is essential, even in remote work settings.





Best Practices for Networking

Whether you are connecting in person or virtually, consider adopting these principles to make your networking fruitful:

1. **Mutually Beneficial Connections** Focus on how you can contribute to others, making the networking experience beneficial for both parties.
2. **Nurture Existing Relationships** Sustain your current network by regular calls, emails, or video chats.
3. **Build New Relationships** Identify where you want to grow professionally and connect with individuals who can help you achieve those goals.

Making Effective Initial Contact When reaching out to new contacts:

- Be clear about your objectives.
- Experiment with various approaches.
- Share interesting articles or surprises.
- Seek introductions from mutual contacts.
- Leverage LinkedIn and other platforms.
- Explore groups and associations your contacts engage with.

Effective Networking Sites and Opportunities

Select platforms and opportunities that align with your target audience and tailor your presentation to capture attention.

Some recommended virtual networking spaces include:

- **AAPPR Chat**
- LinkedIn
- Facebook
- **Virtual Roundtables**
- **AAPPR Mentor Match**

Some in-person opportunities include:

- **Recruitment Industry Conferences**
- Healthcare Conferences
- **Association Events**



Ongoing Networking Strategies

Networking isn't solely for job searches. It should be a continuous effort:

- Dedicate regular time to online networking.
- Present yourself authentically.
- Cultivate a mindset of giving back.
- Recognize that virtual networking principles align with those in person.

Remember, networking is a skill that, when mastered, can bring forth a world of opportunities and collaborations in the field of physician and provider recruitment.