



Physician & Provider
RECRUITMENT PROFESSIONALS WEEK
#PPRPWEEK

Let's Celebrate Recruitment, Onboarding, and Retention Professionals

April 20 - 26, 2026

ENGAGEMENT TOOLKIT

INTRODUCTION

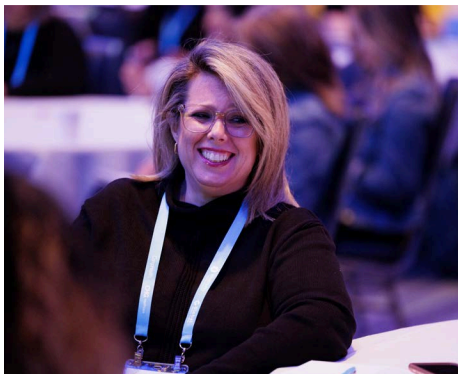
AAPPR is excited to celebrate you during Physician and Provider Recruitment Professionals Week! This special week recognizes those professionals who are directly involved in or who influence recruitment, onboarding and retention for a health system, hospital, network, specialty hospital, specialty practice group or physicians' group.

We're excited to celebrate the second annual Physician and Provider Recruitment Professionals Week! Let's build on last year's success and make this event even bigger and better! Join us in acknowledging the incredible impact recruitment professionals have on our communities and organizations. Together, one candidate at a time, we're continuing to transform healthcare in our communities. Don't miss out – participate and make this year's celebration memorable!

Use the toolkit and the resources provided to celebrate with us!



[View Inaugural Press Release](#)



SHARE YOUR STORY

In celebration of recruitment professionals, we want to showcase you! AAPPR wants to know what makes being a recruitment professional so meaningful! Your answers could be featured on our campaign page or even on social media!

You can participate in the quick survey and only share responses to the questions you feel apply.

EVERYONE HAS A STORY TO SHARE

Tell your favorite memory or experience as a recruitment professional or share what you believe recruitment professionals bring to health care.



[Submit a Story](#)

NOMINATE A COLLEAGUE

SPOTLIGHTING THE TOP 25 RECRUITMENT PROFESSIONALS

Nomination Deadline: April 8, 2026

As part of PPRP Week, AAPPR will also highlight the Top 25 Physician and Provider Recruitment Professionals who are making an impact across the profession.

Share a short story or a note of gratitude about this person. Your note could be shared on our social media platforms during recognition week!

[Recognize a Recruitment Professional](#)



SUBMISSION CATEGORIES

We're excited to introduce four new recognition categories that celebrate the heart and impact of our community. These categories honor the innovators, supporters, and changemakers shaping the future of physician and provider recruitment

INNOVATORS

Recruitment professionals who bring new ideas, creative strategies, and forward-thinking approaches to physician and provider recruitment.

MENTORS

Celebrating professionals who are committed to guiding, supporting, and developing others in the recruitment field.

RISING STARS

Emerging professionals who are early in their recruitment careers but already making a meaningful impact.

INSPIRING LEADERS

Spotlighting individuals who lead with vision, integrity, and a commitment to excellence in physician and provider recruitment.

TEAM EXCELLENCE

Highlighting recruitment teams that demonstrate outstanding collaboration, innovation, and results.

[Nominate a Recruitment Professional](#)

[Submit a Story](#)



SOCIAL MEDIA

Almost everyone we know has a social media account, whether it be for social or business use. There is no denying that social media plays a prominent role in our lives today, providing us with updates, keeping us connected with others, and promoting events, products and services.

The #PPRPWeek hashtag will be an ideal way for us to highlight our members, corporate contributors and programs. Following some of the suggestions below will help us amplify the message of AAPPR, elevate the recruitment profession, and encourage others to support, join or influence the professional organization.

LIKE, RETWEET, AND SHARE

Educate and engage your own follower base by sharing what makes recruitment professionals and AAPPR members unique. Like, retweet and share AAPPR social media posts where we're highlighting specific members or promoting our latest programs. Add to the post by sharing your own experiences, how you know the member that was featured or if you've participated in the program or event we're talking about.

USE THE HASHTAGS!

#PPRPWeek #AAPPR

FOLLOW AAPPR ON EVERY SOCIAL CHANNEL!



CREATE YOUR #PPRPWEEK GRAPHIC

Celebrate PPRP Week by creating a personalized graphic you can share with your team and on social media. Upload your photo and we'll generate a graphic you can use to highlight your role in physician and provider recruitment.

Use your graphic to celebrate the week and help raise awareness about the important work recruitment professionals do every day.

[Create Your Graphic](#)



Get your **#PPRPWeek** Shirt
from the **AAPPR Online Store**

Wear it. Share it. Celebrate the profession.

[Visit the AAPPR Online Store](#)

SOCIAL MEDIA

Download and share these graphics on your social media.

LOGOS



Color Logo

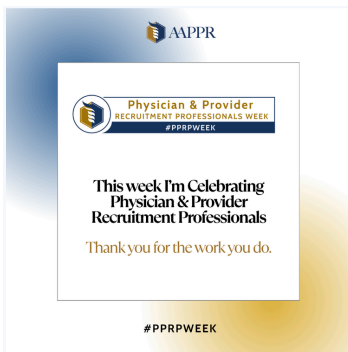


White Logo

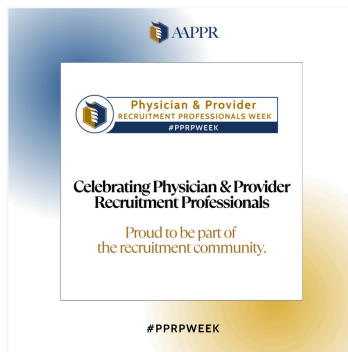


Black Logo

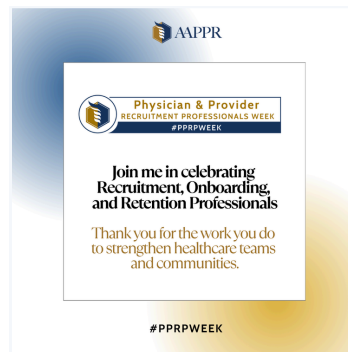
FACEBOOK/INSTAGRAM



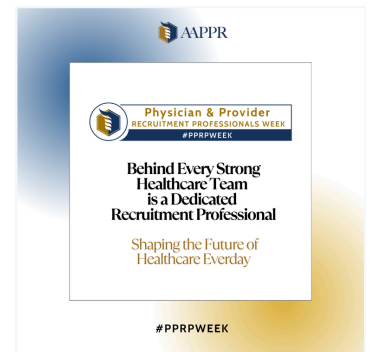
Social Post A



Social Post B



Social Post C

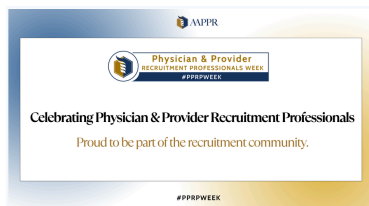


Social Post D

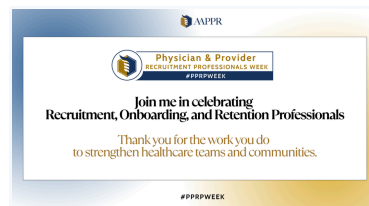
LINKEDIN/TWITTER



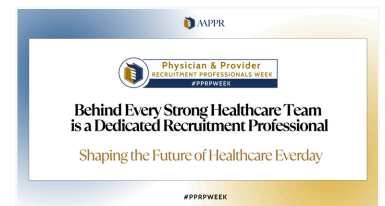
Social Post A



Social Post B



Social Post C



Social Post D

