2019 Michigan Recruitment & Retention Network Annual Conference

August 11-13, 2019

Celebrating 25 Years of Provider Recruitment and Retention in Michigan!

The Westin Book Cadillac Detroit Detroit, MI
Welcome to the 25th Annual Michigan Recruitment & Retention Conference! We are thrilled to have you join us as we celebrate MRRN’s 25th anniversary. Your support of MRRN has allowed it to flourish as an organization for 25 years. All MRRN members contribute positively to this organization and for that, we thank you.

We hope you enjoy this year's conference, learn from the experts and of course have a lot of fun with friends! Please be sure to thank our exhibitors and sponsors as this conference would not happen without their continued support. We hope you enjoy your time in Detroit!

Sincerely,
MRRN Executive Team
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td><strong>Sunday, August 11th</strong></td>
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<tr>
<td>10:30 am - 11:30 am</td>
<td>Pre-game: Early Bird Conference Registration</td>
<td>Hotel lobby 2nd Floor</td>
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<tr>
<td>1:00 pm - 5:00 pm</td>
<td>Take me out to the ball game: Detroit Tiger’s Game - <em>Sponsored by PracticeLink</em></td>
<td>Comerica Park Suites 250 &amp; 251</td>
</tr>
<tr>
<td>6:00 pm - 7:00 pm</td>
<td>Tickets, get your tickets here!!! Conference Registration</td>
<td>Hotel lobby 2nd Floor</td>
</tr>
<tr>
<td>8:00 pm - 9:30 pm</td>
<td>It’s a Celebration: MRRN’s 25th Anniversary Celebration!</td>
<td>Italian Garden 4th Floor</td>
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<td><strong>Monday, August 12th</strong></td>
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<tr>
<td>7:45 am - 8:45 am</td>
<td>Play ball: Breakfast with Exhibitors</td>
<td>Founders Prefunction 3rd Floor</td>
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<tr>
<td>9:00 am - 11:00 am</td>
<td>Our MVP: Regina Carey, Carey On, LLC; Keeping Strong People Strong! Strategies for Rejuvenating Your Mind, Body &amp; Spirit</td>
<td>Founders AB 3rd Floor</td>
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<tr>
<td>11:00 am - 11:30 am</td>
<td>And it’s a fast ball folks: Speed Dating with Exhibitors</td>
<td>Crystal Ballroom 4th Floor</td>
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<tr>
<td>11:45 am - 12:45 pm</td>
<td>Hot dogs! Get ‘ur hot dogs here: Lunch with Exhibitors</td>
<td>Crystal Prefunction 4th Floor</td>
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<tr>
<td>1:00 pm - 2:00 pm</td>
<td>Batter Up: Amanda Toy, Director of Sales Greater Lansing Convention &amp; Visitors Bureau; <em>How to Sell Water to a Fish</em> (secret’s out, it’s not the water they want!)</td>
<td>Founders AB 3rd Floor</td>
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<tr>
<td>2:00 pm - 2:30 pm</td>
<td>Timeout: Break with Exhibitors</td>
<td>Crystal Ballroom 4th Floor</td>
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<tr>
<td>2:45 pm - 3:45 pm</td>
<td>Stepping Up to the Plate: Michael Wooley, Partner Warner, Norcross, &amp; Judd, LLP; <em>Immigration Law Update</em></td>
<td>Founders AB 3rd Floor</td>
</tr>
<tr>
<td>3:45 pm - 4:30 pm</td>
<td>Next up for the visiting team: Mike York, CEO Practice Match; <em>Analyzing Marketing Channels in Physician Recruitment</em></td>
<td>Founders AB 3rd Floor</td>
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### Monday, August 12th, Cont.

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>5:15 pm - 6:00 pm</td>
<td>Curve ball: MRRN Members only reception (light dinner/appetizers)</td>
<td>Italian Garden 4th Floor</td>
</tr>
<tr>
<td>6:15 pm</td>
<td>Strike three, you're out: We will depart (walking) to Handlebar Detroit promptly at 6:15 pm. Any late arrivals will be unable to attend</td>
<td>Meet in hotel lobby</td>
</tr>
<tr>
<td>6:30 pm - 9:00 pm</td>
<td>There's trouble “brewing”: The Handlebar Peddling Brew Pub Group 1 - departs 6:35 pm; Group 2 - departs 6:40 pm; Group 3 - departs 6:45 pm; Group 4 - departs 6:50 pm</td>
<td>The Handlebar Detroit 340 Macomb St, Detroit, MI 48226</td>
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### Tuesday, August 13th

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30 am - 9:15 am</td>
<td>Hitting the concession stand: Breakfast with Exhibitors</td>
<td>Founders Prefunction 3rd Floor</td>
</tr>
<tr>
<td>9:15 am - 10:15 am</td>
<td>Bases loaded: Deidra McClellan, The Skye Group; Recruitment Marketing - You Can't Be Everywhere Unless You Leverage Digital Marketing</td>
<td>Founders AB 3rd Floor</td>
</tr>
<tr>
<td>10:15 am - 10:45 am</td>
<td>7th inning stretch: Break with Exhibitors</td>
<td>Crystal Ballroom 4th Floor</td>
</tr>
<tr>
<td>10:45 am - 11:45 am</td>
<td>And She Hits It Out of the Park: Carey Goryl, CEO, AAPPR; Moving AAPPR and the Profession Forward</td>
<td>Founders AB 3rd Floor</td>
</tr>
<tr>
<td>11:45 am - 12:15 pm</td>
<td>Game over, MRRN has won the GAME!!! Prize Drawing, box lunch pick-up, and departure</td>
<td>Founders AB 3rd Floor</td>
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<tr>
<td>1:00 pm - 3:00 pm</td>
<td>2020 Spring Training: PracticeLink University (open only to those who have registered)</td>
<td>Founders AB 3rd Floor</td>
</tr>
<tr>
<td>5:00 pm - 8:00 pm</td>
<td>Recruit Your Players! Practice Match Career Fair</td>
<td>Westin Book Cadillac</td>
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Meet Our Presenters

Regina Carey
Carey On, LLC

Regina Carey is the founder of Carey On, LLC. Teacher. Creative. Leader. In her own words:

Everything I do, I do to lift others UP, move them forward, and INSPIRE them to use their unique voices. The way I do that is by challenging, questioning, and motivating people to jump outside their comfort zones. I'm a Coach, Consultant and Passion Instigator – what do you want to do with your life?

The goal of her work is to educate and empower those who are stuck, struggling, and ready for positive change. Regina customizes her approach to meet the needs of each unique situation. Her methods focus on MOVING FORWARD, using positive feedback, and embracing all that comes with that journey.

Carey Goryl
AAPPR

Carey Goryl serves as Chief Executive Officer of the Association for Advancing Physician and Provider Recruitment (AAPPR), formerly ASPR. In her full-time role with AAPPR, based out of Michigan, she provides leadership and management oversight for the association. Carey works closely with the Board of Directors to fulfill their vision and mission within the context of the organization's strategic plan. She is also credentialed as a Certified Association Executive (CAE).

Deidra McClelland
The Skye Group

Deidra is the President of The Skye Group, a marketing consultancy firm based in West Michigan. Deidra received her undergraduate degree from Central Michigan University and her master’s degree from Western Michigan University. In her corporate role as Director of Marketing and Communications at Michigan Medical PC, overseeing marketing and communications for all of its 300+ providers, 60 offices at 30 locations, she focused on integrating web, internal communications and internal and external marketing, tying it all into operations. Deidra has been a speaker for statewide recruitment and retention organizations (Michigan and Illinois) and national organizations, PracticeMatch and ASPR. In her spare time, she loves to travel, play golf and give love to her two dogs, Mabel and Lucy.
Amanda Toy
Greater Lansing Convention and Visitor’s Bureau

Amanda Toy is the Director of Sales at the Greater Lansing Convention and Visitor’s Bureau and a keynote speaker for state association and government groups. Known for her positive attitude and solution-minded drive, she has one of the best jobs in the world; encouraging others to professionally use their strengths to grow and be their best!

Graduating from Michigan State University (go green!) with a BA in Hospitality Business, Amanda has been employed in Chicago and Detroit with Hyatt and Westin Hotels. (This very hotel in fact!) Making Lansing home in 2011, Amanda, along with her husband and 5 children embrace the “fun-factor” of local parks, attractions and other to-do’s in Pure Michigan.

Amanda relishes in sharing her personal story with others to understand the goodness in life and how to best embrace it through personal and professional journeys.

Mike Wooley
Warner Norcross Judd, PLLC

Michael Wooley has 23 years of experience in Healthcare Immigration. For the last two decades, his practice has focused solely on immigration, representing healthcare systems, physicians and allied healthcare workers. Mike also works with C-level corporate officers and general counsels in formulating long-term immigration plans as well as short-term solutions for U.S. and international companies. He is a regular speaker on immigration topics for a variety of professional organizations and enjoys providing training to his clients’ HR teams. Mike’s expertise encompasses both non-immigrant and immigrant business visa categories, including J-1 Waivers, Extraordinary Ability petitions, PERM filings and National Interest Waivers. Throughout his career, Mike has enjoyed exceptional success defending USDOL PERM audits and also has an excellent track record interfacing with immigration-related federal agencies. Mike has successfully represented clients in immigration appeals and in immigration court. He also assists his clients’ employees with family-based immigration matters and naturalization.

Mike York
Practice Match

Mike York is the CEO of PracticeMatch. He has been with PracticeMatch for over 4 years. In his time as CEO, he has overseen the creation and launch of numerous successful products and services to make a physician recruiter’s job easier. Mike, along with his team, has helped elevate PracticeMatch, formerly seen as solely a database company, to a full-service recruitment marketing solution offering a continuum of products and services for results-driven recruiters. Prior to joining PracticeMatch, Mike has been in senior operations for the last 11 years. Mike serves as an AAPPR Board member for Strategic Corporate Sponsors as well as a board member for M3 USA’s recruiting businesses.

Thank you for sharing your knowledge!
Meet Our Sponsors

PLATINUM: $1,500
 PracticeLink & Weatherby Healthcare

GOLD: $1,000
 AHSA
 Merritt Hawkins
 JAMA
 Practice Match

SILVER: $500
 Barton Associates
 Locums Mart

BRONZE: $200
 American College of Physicians
 Jackson & Coker
 Pacific Companies

Detroit Tiger's Game
 PracticeLink

Handlebar Detroit
 Weatherby Healthcare

Thank you for your support!
Meet Our Exhibitors

American College of Physicians
American Healthcare Services Association (AHSA)
Barton Associates
Corrigan
Goldfish Medical Staffing
Healthcareercenter.com
HealtheCareers
The Inline Group
JAMA Network & JAMA Career Center
Jackson & Coker
Locums Mart
LocumTenens.com
The Medicus Firm
Merritt Hawkins
Pacific Companies
PhysicianCareer.com
Powell Relocation Group
PracticeLink
Practice Match
Real Estate One/Relocation American International
Reality Check Screening, LLC
Weatherby Healthcare

Thank you for your support!
American College of Physicians
The American College of Physician (ACP) is the world's largest medical specialty society with the attention of more than 154,000 internists, hospitalists and subspecialists. ACP offers recruiters advertising opportunities in: Annals of Internal Medicine, one of the most widely-cited medical journals in the world; ACP Internist, membership newspaper; ACP Hospitalist, publication for hospital based physicians; ACP Online, www.acponline.org; and ACP’s job board, ACP’s Career Connection, www.careers.acponline.org.

American Healthcare Services Association (AHSA)
AHSA provides a comprehensive vendor management solution to streamline and simplify the entire staffing process for both hospitals and agencies so that direct costs and the burden on internal resources are significantly reduced, while improving vacancy rates and delivering a quality solution. Direct agency contracting is no longer required by AHSA healthcare system members, and the staff requisition/fulfillment process, as well as critically important credential management, is automated. A multi-billion dollar pool of top national agencies are pre-contracted by AHSA, providing Physician, Nursing, Allied Health, Medical Office, IT, Finance/Accounting professionals, and more through the convenience of a single dedicated representative. AHSA is based in Traverse City, MI and serves numerous facilities here in Michigan, (including attendees at this year’s meeting), as well as others, nationally.

Barton Associates
Barton Associates is a leading national healthcare staffing company. We recruit physicians, physician assistants, nurse practitioners, dentists, and CRNAs in a wide variety of specialties, and can quickly place them in locum tenens assignments at hospitals, practices, and organizations nationwide.

Corrigan
Since 1929, Corrigan has been professionally moving families’ household goods into their new homes. We offer a variety of high-quality packing, storage, and transportation services to all of our customers moving their household items. We’re equipped and prepared to handle any type of residential moving, whether you are planning a simple move across town, moving across the country, or even a complex international relocation. We will do whatever it takes to get your possessions to your new home quickly, safely and hassle-free.

Goldfish Medical Staffing
Goldfish Medical Staffing represents permanent and locum tenens opportunities nationwide. Extraordinary dedication to exceed expectations. www.goldfishmedicalstaffing.com
Jackson & Coker
Jackson & Coker, among the most well-recognized healthcare staffing firms in the United States, is dedicated to uniting top locum tenens physicians and advanced practitioners with the medical facilities that need them, ensuring patients have access to life-saving care in their own communities. Jackson & Coker is ranked as a Best Staffing Firm to Work For by Staffing Industry Analysts. At Jackson & Coker, “We focus on you – the patient’s true hero.” For more information, visit JacksonCoker.com.

JAMA Network & JAMA Career Center
Value! Service! Convenience! The JAMA Network provides tailored, cost efficient recruiting solutions scalable to your needs/budget. With a reach 15,619,680 physicians, connect with the largest diverse audience of active/passive job seekers. Get your jobs in front of 582,120 uniquivisitors with JAMA Career Center. Contact us at: classifieds@jamanetwork.com

Locums Mart
We are not an agency. LocumsMart is a web-based recruiting tool you can use to help simplify finding a locum tenens when you have a need. We have over 20 participating agencies to fill your needs as fast as possible with the best provider available.
LocumTenens.com
Since 1995, LocumTenens.com has been a leader in placing physicians and advanced practice professionals in short-staffed healthcare facilities. LocumTenens.com also operates the largest job board in the industry, providing access to thousands of jobs, in all medical specialties, for free.

The Medicus Firm
The Medicus Firm is a national leader in permanent physician executive, clinical physician, and advanced practice clinician recruiting. Our recruitment staff boasts a combined 350 plus years of experience recruiting doctors and has completed difficult and complex searches in a variety of practice settings.

Merritt Hawkins
Merritt Hawkins is the largest permanent placement physician search and consulting company in the United States and is a company of AMN Healthcare (NYSE: AHS). Celebrating over 25 years of service to the healthcare industry, Merritt Hawkins is acknowledged as the industry’s leading source of permanent physician recruiting expertise. For additional information visit www.merritthawkins.com

Pacific Companies
Pacific Companies, Inc. is a National Physician Staffing firm in business for over 16 years. Permanent Placement, Locum Tenens, Government, Advanced Practice Providers, single point of contact. No retainers, hourly billings, email or administrative fees. Our clients save an average of $10,000 per search in interview fees. Pacific Companies – Building Long Term Relationships One Client at a Time!

PhysicianCareer.com
PhysicianCareer.com is one of the largest and most trusted databases and job boards on the market. We have thousands of practice opportunities across the country, in all specialties. Employers can also take advantage of our extensive physician database with thousands of candidates in over 150 specialties and receive email notifications of newly registered doctors to contact.

Powell Relocation Group
For 50 years, numerous corporations and institutions have relied on Powell Relocation Group to move their transferring and new hire employees. Renown for their quality, Powell has earned numerous quality awards. A leading agent for Atlas Van Lines, Powell can provide moving and storage services for a global client base. Our headquarters are in Grand Rapids, Michigan with additional locations in Evansville IN, Kenova WV and the newest location in Houston TX. Many of the MRRN members are clients and we are pleased to have the opportunity to participate in the 2019 conference!
PracticeLink
PracticeLink.com is the leading physician and advanced practitioner recruitment tool for hospitals and medical groups. Post your jobs in the Job Bank, search for job-seeking candidates in the Active Candidate Database, communicate directly with prospects and fill your vacancies with the best fit—all without any placement fees, ever.

Practice Match
PracticeMatch provides a complete set of tools for sourcing, recruiting, and retaining quality physicians. These tools allow in-house physician recruiters at health care organizations of all sizes to decrease costs, find more and better candidates, and improve retention. Our tools include the most accurate physician databases available, candidate and process tracking software, and a popular online job board with unlimited posting opportunities.

Real Estate One/Relocation American International
Relocation America International was originally founded in 1985 specializing in destination services as a regional Home Purchase Company. Today, we maintain an extensive consulting practice focused on domestic and global mobility services through coordinated efforts with our service partners. We are a high touch, high tech relocation service provider located in Southfield, Michigan with offices in Tokyo, Japan and Paris, France. Our expertise in relocation runs deep. Our International Relocation Consultants have an average of 20 years experience in the business and all hold real estate licenses and the Certified Relocation Professionals (CRP) designation, which is granted by the Employee Relocation Council. We want to be your relocation management company of choice. Our heritage reflects the foundation and financial strength of our parent company Real Estate One, Inc. Ranked 10th largest broker in the nation and the largest in Michigan; every day is spent striving towards their mission of creating the best real estate experience through their family of services.

Reality Check Screening, LLC
Reality Check Screening, LLC specializes in providing in-depth, accurate and factual background investigations on healthcare personnel. Over 20 years of investigative experience combined with on-going knowledge of the healthcare industry ensures that your organization will receive detailed services designed to meet your specific needs.

Weatherby Healthcare
From humble beginnings, which included working out of an old hangar, Weatherby Healthcare has grown to become one of the top locum tenens agencies in the country -- placing physicians, physician assistants, and nurse practitioners across all 50 states. At Weatherby, our specialty teams are built to understand the unique needs of over 60 physician specialties and over 30 advanced practice specialties. When surveyed, 90% of our clients said they’d happily invite our providers back to their facility to provide coverage.
Thank you for attending the Michigan Recruitment & Retention Network's (MRRN) annual conference. We hope you found this conference informative and worthwhile. As always, our primary goal is to provide opportunities to help grow and enhance personal and professional development.

A huge thank you to our presenters, vendors and sponsors who without their support there would not be an annual conference. Thank you for your continued support of MRRN!

You all were a great group and your enthusiasm and positive spirit helped make our time together both productive and fun. Thank you for your comments and suggestions on the evaluations and each will be given consideration and attention.

Again, thanks for attending our annual conference. Please feel free to recommend this network to others in the future - we always welcome new memberships!
Contact Us

MICHIGAN RECRUITMENT AND RETENTION NETWORK

WWW.MRRN.ORG

MICHIGANMRRN@GMAIL.COM