CAPE MEDICAL STUDENT DINER AROUND EVENT
11/19/09
The coalition was formed in 2008 to create synergy between existing efforts by partner institutions to recruit, welcome and retain physicians in training to the capitol area.

**Member Organizations include:**
- Capital Area Health Alliance
- Ingham County Medical Society
- Michigan Osteopathic Association
- Graduate Medical Education, Inc.
- Michigan Health Council
- Michigan State University
- Sparrow Health System
- Ingham County Regional Medical Center
- Hayes Green Beach Hospital
- Mid-Michigan Physicians
A survey was sent to 364 interns and residents/fellows in the Capital Area.

96 replies (26.4% response rate)

Location Plans:
- 20% in the Capital Area (Lansing)
- 47% out of state
- 17% in Michigan
- 16% are undecided.
What could the Mid Michigan region do to persuade them to stay?

- 49% - wanted a competitive offer
- 26% - commitment to work/life balance
- 24% - assistance in partner career search
- 21% - combined academic and private
- 11% - more info on schools, housing, etc.

29% - noted there were factors beyond the control of the region.
What three factors were most important in your decision as to where to practice?

- Desire to be closer to family: 55%
- Recruitment package/salary: 48%
- Better work/life balance: 48%
- Educational/recreational: 32%
- Weather: 30%
- Job opportunities for spouse/partner: 30%
First Strategy – Provide Info

**CAPE Website** – Developed to provide detailed community resources to area physicians and their families.

http://cape.msu.edu
Next Strategy – Connect with area Medical Students to begin Recruitment

- *Medical Student Dine Around Event* – The event was part of an effort aimed at increasing the number of graduate medical education trainees who, upon graduation, choose to remain in the capital area.
MEDICAL STUDENT NETWORKING
DINNER EVENT

November 19, 2009
5:30 - 9:00pm
Eagle Eye Golf Club
15500 Chandler, East Lansing, MI 48823

- At the Dine Around event, you will...
- Have the opportunity to meet with local physicians in a variety of specialties
- Discover regional community resources available to you and your family
- Network with other medical students from both MSU programs (COM and CHM)
- Have the opportunity to bring a guest/spouse/partner with you to the event
Dine Around Event

- Student marketing began 2 months in advance.
- The event was held from 5:30 pm to 9:00 pm.
- Featured a buffet dinner from 5:30 pm to 7:00 pm.
- Speed dating ran from 6:30 pm – 8:15pm.
- Networking ran until 9 pm.
- Twenty area practicing physicians representing all major specialties volunteered to speak with the students in a timed “speed dating” format.
The Event

- Over 100 students and 20 guests attended the event!
- All rsvp’d by email.
- Students and guests participated in five table rotations – 15 minutes each.
- Physicians shared information about career choices, their personal lives and practicing and living in the “Capital Area”.
- Students were very engaged and eager for the information.
- Giveaways were raffled off at the end of the sessions.
- The event ended with optional networking.
Sponsors and Cost

- Event was funded 100% by sponsors/exhibitors
- Total event cost - $3500.00.
- Exhibit fee - $300.00
- 15 Exhibitors included:
  - Cape Members
  - financial institutions
  - relocation specialists
  - area hospitals and physician groups
  - local medical society
  - practice management consultants.
Event Giveaways

(Donated by capital area businesses)

- Two tickets to an MSU football game
- Two tickets to a MSU women’s basketball game
- Two tickets to a MSU men’s basketball game
- Several Area restaurant gift certificates
- Large gift baskets with local merchandise
- MSU Medical School Bookstore merchandise
Event Feedback – Attending Physicians

- Do you think your conversations with the students impacted their specialty choices?
  67% - yes  
  33% - no

- Were the students engaged in the conversations at your table?
  100% - yes

- Do you think that this experience will help influence students to want to stay in the capital area?
  84% - yes  
  16% - no

- Would you participate in the 2010 Medical Student Dine Around Event?
  100% - yes
Participating Physician Comments

Dr. Bill Gifford, Family Medicine Director, Medical Education, Sparrow Health System

Dr. David Walsworth, Family Medicine Assistant Professor MSU – CHM, Dept of Family Medicine
Medical Student Feedback

- This was from a handwritten thank you note –

“I would like to thank you for inviting me to the Medical Student Networking dinner. I found the event extremely informative and enriching. The ‘speed dating’ concept was a great way to interact with area physicians and learn more about how they serve our community. I was also thrilled to learn about the community resources available to me. Thank you so much and I look forward to more great events.”

~ Shane R. Sergent, MSUCOM
Student Comments

Learned about a new specialty.

Learned that physicians are currently practicing in the capacity that interests them.
Event Feedback - Exhibitors

- Did you feel that the medical students took the time to visit with you at your booth?
  
  100% - Yes

- Do you think the students were interested in information regarding your organization?
  
  50% - Yes 50% - No

- Would you participate in the 2010 Medical Student Dine Around Event?
  
  100% - Yes
MEDICAL STUDENT DINE AROUND EVENT

- Who can champion a similar effort in your community?
- What area or region of the state could collaborate to promote opportunities?
- What other ways can we reach out to students and residents to distinguish our communities?

Deb Collier or Kim Burley
Michigan Health Council
800-479-1666
Deb.collier@mhc.org