

**"SPREAD THE WORD":  
E-RECRUITMENT IN THE FIELD OF  
RADIOLOGY DURING THE COVID-19  
PANDEMIC**

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# Disclosures

No disclosures.

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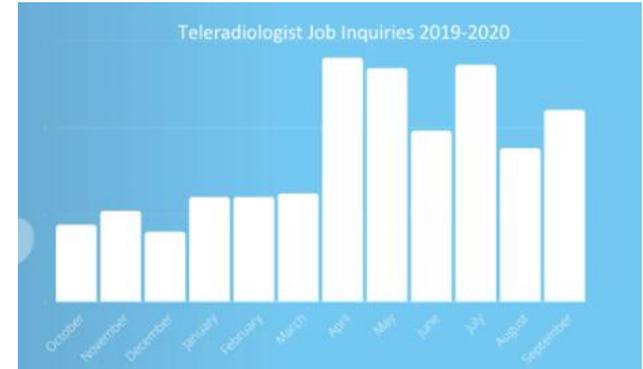
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# Learning Objectives

- ❑ To understand the impact of the COVID-19 pandemic on the radiology job market.
- ❑ To learn about the various phases of recruitment, beginning with the assessment and maintenance of staff prior to need for recruitment.
- ❑ To understand the various methods available that allow for e-recruitment, and the overall process at a glance.
- ❑ To understand the crucial role of mentorship in recruitment.
- ❑ To reflect on special considerations taken in the recruitment of a chairperson.

# The Impact of COVID-19

- ❑ The COVID-19 pandemic has affected every aspect of life, every industry, every trade.
- ❑ Radiology departments and private practices saw a significant decrease in workload, as elective procedures and imaging tests were deferred, and a consequent decrease in staffing.
- ❑ Within radiology, there was a shift towards teleradiology.
- ❑ Benjamin Strong, the CMO of the nation's largest radiology practice in America, vRad, noted that, “nearly every candidate shared with me that the additional risk of virus exposure was the final straw for wanting a change in their work environment.”



Teleradiology job inquiries at the nation's largest radiology practice in America peaked during the pandemic.

# Radiology as a Champion of Telehealth

- ❑ The COVID-19 pandemic has seen a rise in telehealth across all specialties, a change that is likely permanent, with the majority of these visits taking place for reasons other than COVID-19 in 2020, according to the U.S. Department of Health and Human Services.
- ❑ Medical students most commonly opt not to pursue radiology as a career due to its limited opportunities for patient contact. However, the shift towards telehealth has narrowed the patient-contact gap between radiology and other fields.
- ❑ For years, radiology has been perfecting its capacity for telecare and virtual connection well before the pandemic, and is built to provide patients and clinicians with high-quality image interpretation and consultation in a robust, virtual manner.

# The Assessment and Maintenance of Staff Prior to Recruitment



## Scheduled Assessment

Every organization or department should have a periodic assessment of the need for an additional radiologist, which includes an analysis/consideration of:

- Patient procedural waiting times
- Time for case interpretation
- Patients visiting other facilities due to a lack of expertise
- Plans of current staff, who will is likely to retire or go part-time soon?



## Maintaining Job Satisfaction

One of the most important jobs of a department or organizational leader is to keep the current staff satisfied. Unsatisfied radiologists will seek opportunities elsewhere.

# E-Recruitment Methods

- Advertisements
- Mailings
- Recruiters
  - Firms that work for retainers are recommended when searching for specialists that are difficult to find or when the area of practice is unappealing.
  - Recruitment firms that work on a contingency basis and are paid only if a candidate is hired, are recommended for specialists that are easier to find.
  - In-house recruiters can save an organization a lot of money, as these individuals are salaried and are familiar with the department.
- Job placement bulletin boards at regional and national meetings
- Network of friends and colleagues
- ACR job placement services
- Sending out announcement of search to the nation's program directors
- Job posting on organization's website

# Recruitment Process at a Glance



# Radiology Resident and Medical Student Recruitment



- ❑ Mentoring residents and medical students is a highly effective way of recruitment, with a myriad of benefits for both the mentor and the mentee.
- ❑ As the practice of radiology moves more towards telecommunication workplace models, mentorship in radiology is becoming increasingly threatened.
- ❑ By promoting medical student clerkships, for example, radiologists can form relationships with medical students and inspire them to take on careers in radiology.
- ❑ Similarly, if afforded research training and opportunities, residents may be shaped and inspired to pursue careers in academic radiology.
- ❑ As most jobs in radiology are found through networking, mentorship relationships are incredibly valuable both in the short- and long-term, and extend beyond the confines of a training period.
- ❑ E-mentoring, assisted with web-based meeting software, allows residents and attendings to have a wider reach and mentor multiple student throughout different campuses.

# Challenges in Student Recruitment

- ❑ Radiologist recruitment all starts with the successful recruitment of medical students into the field, which is linked to a robust economy.
- ❑ The 2008 recession and its impact on the radiology job market led to a large decline in medical students applying to diagnostic radiology; a detriment that took the specialty a number of years to bounce back from.
- ❑ Marketing and recruitment into the specialty has always been challenging, due to the lack of medical student access. According to the Association of American Medical Colleges, only 16% of medical schools required a dedicated radiology clerkship in the 2018-2019 academic year.
- ❑ The COVID-19 pandemic and its effect on the radiology job market is a potential warning sign that a similar downtrend may occur.

# Chairman Recruitment

The recruitment and selection of a departmental chairperson takes great care.

- ❑ Multiple people from outside the department may be on the selection committee, rendering the selection committee much larger than that formed for the recruitment of a radiologist.
- ❑ The candidate should be sent a job description, information about the healthcare system and the community served.
- ❑ The interview with the potential chairperson should be in-person, if feasible. The chairperson should meet with a variety of people, including hospital administrators and other departmental chairpersons, as well as the current staff.

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