Recruitment Contacts

Primary contacts within UMHS:

**Mindy Warden, Health Careers Recruitment Coordinator**  
Email: mkwarden@med.umich.edu  
Phone: (734)615-3311

**Darci Watson, Health Careers Recruiter**  
Email: darciw@med.umich.edu  
Phone: (734)647-5798

Additional resources and advice can be provided by JWT Inside, the UMHS preferred vendor for recruitment and retention services. The Account Team includes:

**Nancy Caputo, Sr. Client Director**  
Responsible for the overall direction and account planning  
Email: nancy.caputo@jwt.com  
Office Phone: (772)334-7166  
Cell Phone: (424)270-4184  
Fax: (772)334-7166

**Andrea Kalnasy, Account Executive**  
Responsible for overall projects and advertising strategies  
Email: andrea.kalnasy@jwt.com  
Phone: (216)642-6000 X204  
Fax: (216)642-6006

**Jill Raming, Account Coordinator**  
Responsible for overall ad placement and web postings  
Email: jill.raming@jwt.com  
Phone: (314)275-8600 X263  
Fax: (314)295-1050
# National Health Care Turnover Data

Data January - June, 2007

## Summary of Findings

<table>
<thead>
<tr>
<th></th>
<th>FTE</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vacancy</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>8.7%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Nursing</td>
<td>6.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Technician</td>
<td>5.9%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Professional</td>
<td>5.7%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>5.7%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Allied Health</td>
<td>5.4%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Entry Level</td>
<td>5.4%</td>
<td>6.0%</td>
</tr>
<tr>
<td><strong>Turnover</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry Level</td>
<td>10.9%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Nursing</td>
<td>7.5%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>7.3%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Allied Health</td>
<td>6.1%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Technician</td>
<td>5.8%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Professional</td>
<td>4.7%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>2.3%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

## Days-to-Fill and -Start

<table>
<thead>
<tr>
<th></th>
<th>D-t-Fill</th>
<th>D-t-Start</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>89.2</td>
<td>101.2</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>68.6</td>
<td>78.9</td>
</tr>
<tr>
<td>Allied Health</td>
<td>66.1</td>
<td>79.8</td>
</tr>
<tr>
<td>Technician</td>
<td>64.2</td>
<td>85</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>53.6</td>
<td>67.4</td>
</tr>
<tr>
<td>Nursing</td>
<td>45.6</td>
<td>85.1</td>
</tr>
<tr>
<td>Entry Level</td>
<td>39.0</td>
<td>66.4</td>
</tr>
</tbody>
</table>

## Cost-per-Hire

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>$6,348</td>
<td></td>
</tr>
<tr>
<td>Allied Health</td>
<td>$3,111</td>
<td></td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>$2,904</td>
<td></td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>$2,437</td>
<td></td>
</tr>
<tr>
<td>Technician</td>
<td>$2,412</td>
<td></td>
</tr>
<tr>
<td>Nursing</td>
<td>$2,170</td>
<td></td>
</tr>
<tr>
<td>Entry Level</td>
<td>$1,598</td>
<td></td>
</tr>
</tbody>
</table>
Health Care Overview State of the Union

Hospitals Face Workforce Shortages in Key-Care Given Professions

1. Percentage of hospitals reporting recruiting more difficult in 2006 vs. 2005

<table>
<thead>
<tr>
<th>Profession</th>
<th>2006 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Therapists (SLP, PT, OT)</td>
<td>11.4%</td>
</tr>
<tr>
<td>RNs</td>
<td>8.1%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>8.1%</td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>8.0%</td>
</tr>
<tr>
<td>LPNs</td>
<td>6.6%</td>
</tr>
<tr>
<td>Laboratory Technicians</td>
<td>5.9%</td>
</tr>
<tr>
<td>Imaging Technicians</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

*And perceived to be getting worse

2. Percentage of hospitals reporting recruitment more difficult

<table>
<thead>
<tr>
<th>Profession</th>
<th>2006 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Therapists (SLP, PT, OT)</td>
<td>58%</td>
</tr>
<tr>
<td>RNs</td>
<td>44%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>44%</td>
</tr>
<tr>
<td>Laboratory Technicians</td>
<td>41%</td>
</tr>
<tr>
<td>Imaging Technicians</td>
<td>28%</td>
</tr>
<tr>
<td>Billing/Coders</td>
<td>28%</td>
</tr>
<tr>
<td>IT Techs</td>
<td>20%</td>
</tr>
</tbody>
</table>

*It’s affecting patient care

3. Staff/Patients/Hospitals are all losing the battle

<table>
<thead>
<tr>
<th>Category</th>
<th>2006 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreased staff satisfaction</td>
<td>49%</td>
</tr>
<tr>
<td>ED overcrowding</td>
<td>36%</td>
</tr>
<tr>
<td>Decreased patient satisfaction</td>
<td>35%</td>
</tr>
<tr>
<td>Diverted ED patients</td>
<td>21%</td>
</tr>
<tr>
<td>Decreased reduced beds</td>
<td>17%</td>
</tr>
<tr>
<td>Increased time to wait for surgery</td>
<td>13%</td>
</tr>
<tr>
<td>Cancelled surgeries</td>
<td>9%</td>
</tr>
<tr>
<td>Curtailed expansions</td>
<td>6%</td>
</tr>
</tbody>
</table>

---

2 Source: 2007 AHA Survey of Hospital Leaders
Point Of View

The Point of View provides an overall review of communication strategies starting with professional organizations, print, online and conventions.

Pathology/Laboratory

A. Professional Associations

1. American Association for Clinical Chemistry, (AACC): [www.aacc.org](http://www.aacc.org)
AACC is an international scientific/medical society of clinical laboratory professionals, physicians, research scientists and other individuals involved with clinical chemistry and related disciplines.

1850 K St. NW, Ste. 625
Washington, DC 20006 USA
P (202)857-0717
F (202)887-5093
Toll-Free: 800-892-1400
Membership: 10,000
Job Postings: Available on Clin Lab Job Center
Mailing List Rental: N/A

Represents medical technologists, medical laboratory technicians, medical assistants, medical administrative specialists, dental assistants, office laboratory technicians, phlebotomy technicians, laboratory consultants, and allied health instructors. Provides allied health professionals with professional certification services and membership programs to enhance their professional and personal growth. Aims to issue certification credentials to medical and dental assistants, clinical laboratory personnel, laboratory consultants, and allied health instructors.

10700 W Higgins Rd.
Rosemont, IL 60018 USA
P (847)823-5169
F (847)823-0458
Toll-Free: (800)275-1268
Membership: 35,000
Job Postings: Available
Mailing List Rental: N/A

The American Society for Clinical Laboratory Science (ASCLS), formerly known as the American Society for Medical Technology (ASMT), provides dynamic leadership and vigorously promotes all aspects of clinical laboratory science practice, education and management to ensure excellent, accessible cost-effective laboratory services for the consumers of health care.

6701 Democracy Blvd., Ste. 300
Bethesda, MD 20817 USA
P (301)657-2768
F (301)657-2909
Membership: 11,000
Job Postings: Available on ASCLS Career Center
Mailing List Rental: Available

The mission of the American Society for Clinical Pathology is to provide excellence in education, certification, and advocacy on behalf of patients, pathologists, and laboratory professionals. Membership includes doctoral-level laboratory scientists, medical technologists, histologists, cytotechnologists, laboratory technicians and phlebotomists.

33 W Monroe, Ste. 1600
Chicago, IL 60603 USA
P (312)541-4999
F (312)541-4998
Toll-Free: (800)267-2727
Membership: 140,000
Job Postings: Available on ASCP CareerFinder
Mailing List Rental: N/A

Cytotechnology is the study of cells and the Cytotechnologist makes a judgmental decision as to what is normal and abnormal by analyzing cellular patterns and subtle changes in both the nucleus and cytoplasm of cells while correlating the patient’s clinical history. The American Society for Cytotechnology (ASCT), as the collective voice for the profession, is committed to defining and promoting cytotechnology by developing practice standards; monitoring and evaluating legislative/regulatory issues and emerging technologies affecting the profession; and providing unique, practical educational opportunities pertinent to the practice of cytotechnology.

1500 Sunday Dr., Ste. 102
Raleigh, NC 27607 USA
P (919)861-5571
F (919)787-4916
Toll-Free: (800)948-3947
Membership: 1,500
Job Postings: Available
Mailing List Rental: N/A

Eligibility for ASM membership is open to any person who is interested in microbiology and holds at least a bachelor’s degree or equivalent experience in microbiology or related field. Many members hold advanced degrees, including a large number at the master’s, PhD, ScD, DrPH and MD level.

1752 N St. NW
Washington, DC 20036 USA
P (202)737-3600
F (202)942-9333
Membership: 43,000
Job Postings: Available on ASM Career Connection
Mailing List Rental: N/A
7. American Society for Microbiology - Michigan Branch: (URL N/A)
Advances the knowledge in the field of microbiology. Improves educational programs and encourages fundamental and applied research in microbiological sciences. Supports training and public information. Affiliated With: American Society for Microbiology.

Contact: Judith Whittum-Hudson
jhudson@med.wayne.edu
374 Lande-Immunology
550 E Canfield Ave.
Detroit, MI 48201 USA
P (313)577-5501
F (313)577-5559
Members: 250
Job Postings: N/A
Mailing List Rental: N/A

Individuals holding managerial or supervisory positions with clinical laboratories; persons engaged in education of such individuals; manufacturers or distributors of equipment or services to clinical laboratories. Objectives are: to enhance management skills and promote more efficient and productive department operations; to further exchange of professional knowledge, new technology, and colleague experience; to encourage cooperation among those engaged in management or supervisory functions. Activities include: workshops, seminars, and expositions; dissemination of information about legislation and other topics.

989 Old Eagle School Rd., Ste. 815
Wayne, PA 19087 USA
P (610)995-9580
F (610)995-9568
Membership: 6,500
Job Postings: Available
Mailing List Rental: N/A


5653 Drumheller Rd.
Bath, MI 48808 USA
P (231)591-2327
F N/A
Members: 750
Job Postings: N/A
Mailing List Rental: N/A
The National Credentialing Agency for Laboratory Personnel (NCA)'s mission is to continue to be the credentialing agency of choice for laboratory professionals dedicated to practice excellence. NCA is the premier peer-established agency providing practice driven credentials for laboratory professionals.

PO Box 15945-289
Lenexa, KS 66285 USA
P (913)438-5110
F (913)599-5340
Members: 65,000
Job Postings: Available
Mailing List Rental: Available

Histology is a structural science concerned with the demonstration of cellular morphology, chemical composition and function of normal and abnormal tissue. Many dyes and chemicals are used in histology and it is necessary to know their composition and how they act and react with each other. This knowledge, combined with an understanding of tissue composition, enables the histotechnologist to appropriately treat the tissue of interest. The end result yields a tissue section exhibiting distinct colors, making it possible to distinguish tissue structures through microscopic examination.

4201 Northview Dr., Ste. 502
Bowie, MD 20716-2673 USA
P (301)262-6221
F (301)262-9188
Membership: 4,800
Job Postings: Available on NSH Career Center
Mailing List Rental: N/A

B. Print Publications

1. Advance for Medical Laboratory Professionals: Advance addresses all facets of the clinical laboratory industry and strives to strengthen the profession as a whole by offering continuing education through peer-reviewed technical articles.

Circulation: 65,000
Frequency: Biweekly
Closing: Tuesday prior to Monday issue date
Bonus Distribution Issues:
   - Jan 28: Association for Laboratory Automation
   - Feb 11: Clinical Laboratory Educators’ Conference
   - March 17: Special Graduate Issue
   - March 24: Clinical Laboratory Management Association (CLMA)
   - May 5: Clinical Lig and Assay Society (CLAS), SPECIAL EMPLOYMENT GUIDE
   - May 19: American Medical Technologists
   - June 30: American Medical Technologists (AMT)
   - July 28: American Association for Clinical Chemistry (AACC)/American Society for Clinical Laboratory Science (ASCLS)
   - Sept 8: National Society for Histotechnology (NSH)
   - Sept 22: American Association of Blood Banks (AABB)
   - Nov 3: American Society for Cytopathology (ASC)
   - Dec 1: American Society of Hematology (ASH)
2. **CAP Today**: *CAP Today* serves hospitals and independent clinical laboratories, group medical practices, hospitals and related institutions in the healthcare field. The publication is read by pathologists, laboratory directors, pathology residents, laboratory managers, laboratory administrators, hospital administrators, chief medical technologists, section managers/supervisors of chemistry, hematology, microbiology, immunology, blood bank, cytology of histotechnology, HIS/LIS managers and others allied to the field.

Circulation: 51,000  
Frequency: Monthly  
Closing: 15th of the month preceding issue date  
Bonus Distribution Issues: N/A  

3. **Clinical Laboratory Science**: Published quarterly by the ASCLS, *Clinical Laboratory Science* covers subspecialties and the more broad-based, general practice of medical technology. The articles are practical to levels of the practicing profession, as well as academia. Editorial content reflects the diversity, and editorial is based on the common body of knowledge that unites clinical laboratory scientists. Continuing education credits are provided through the Focus articles in each issue. Peer-reviewed research and descriptive reports are published on the journals academic sections.

Circulation: 9,100  
Frequency: Quarterly  
Closing: 15th of the month two months prior  
Bonus Distribution Issues: N/A  

4. **LABMEDICINE**: Published by the American Society for Clinical Pathology, *LABMEDICINE* is a monthly periodical dedicated to providing the entire laboratory community with continuing education and career development and new technologies as they become applicable to the medical laboratory. Readers are laboratory directors, managers and supervisor, career technologists and technicians, pathologists and pathology residents.

Circulation: 69,609  
Frequency: Monthly  
Closing: 20th of the month, two months preceding issue date  
Bonus Distribution Issues: N/A  

5. **Medical Lab Observer (MLO)**: *MLO* provides authoritative peer-reviewed editorial and is devoted to business as well as clinical aspects of the lab. *MLO* offers useful administrative solutions based on firsthand lab experience by identifying key issues and trends affecting laboratory professionals and pathologists. It covers topics such as Medicare/Medicaid compliance, automation, new technology, accreditation, consolidation, legal and liability issues and new drug resistant pathogens.

Circulation: 48,050  
Frequency: Monthly  
Closing: 5th of the month preceding issue date  
Bonus Distribution Issues:  
March: CLMA/ASCP ThinkLab’08  
May: EWS, ASM  
July: AACC/ASCLS  
Oct: AABB  
Dec: ASH
6. The Voice: The Voice provides American Society of Cytotechnology members with timely information on federal regulations, litigation, press releases, continuing education opportunities and job openings. It is mailed to cytotechnologists, pathologists, physicians and students of cytotechnology, as well as to over 50 accredited cytotechnology programs across the country and abroad.

Circulation: 1,300  
Frequency: Monthly  
Closing: 1st of the month prior  
Bonus Distribution Issues: N/A

C. Web Opportunities

1. American Association for Clinical Chemistry: www.aacc.org  
Job postings are available on Clin Lab Job Center.

2. American Society for Clinical Laboratory Science: www.ascls.org  
Job postings and resume purchases are available on ASCP Career Center.

3. American Society for Clinical Pathology: www.ascp.org  
Job postings and resume purchases are available on ASCP CareerFinder.

Job postings are available and appear for 30 days.

5. American Society for Microbiology: www.asm.org  
Job postings are available on ASM Career Connection.

Job postings are available on CAP Career Center.

7. MLO-Online: www.mlo-online.com/careers.asp  
Career and Educational Opportunities ads 1/6 page or larger receive a free text listing on MLO’s online “Job Search” page. Or purchase online job postings.

Job postings are available on NSH Career Center.

D. E-Newsletters/Email Blasts

This opt-in e-newsletter is sent biweekly and offers opportunities to reach candidates with banner or text messages.

2. MLO Labline: www.mlo-online.com/newsletter.htm  
This free email newsletter is sent to 15,000 opt-in subscribers each month. It includes timely news on regulation, legislation, testing, products, conference updates, and other issues that affect lab professionals.
E. Direct Mail

1. American Society for Clinical Laboratory Science:  [www.infocusnet.com](http://www.infocusnet.com)
   4245 Sigler Road
   Warrenton, VA 2018
   P (800)708-5478
   F (866)708-5478
   E-mail: listinfo@infocusnet.com

2. National Credentialing Agency for Laboratory Personnel, (NCA): Mailing Labels can be purchased for educational use or for job recruitment purposes. To run a query to determine the quantity of labels in a particular category or state, please contact NCA at (913) 895-4613.

F. Conferences & Events

   April 4-6, 2008
   Newport, RI

   July 29-August 2, 2008
   Capital Hilton
   Washington, DC

3. Clinical Laboratory Expo: [www.aacc.org/AACC/events/ann_meet/](http://www.aacc.org/AACC/events/ann_meet/)
   July 29-31, 2008
   Washington Convention Center
   Washington, DC

4. CLMA (Clinical Laboratory Management Association) ThinkLab’08: [www.clma.org/main.aspx?s=confed&t1=default](http://www.clma.org/main.aspx?s=confed&t1=default)
   March 29 - April 1, 2008
   Exhibit Dates: March 30 - April 1
   Georgia World Congress Center
   Atlanta, GA

   April 2-4, 2008
   Radisson Hotel
   Kalamazoo, MI

   The 34th Annual Symposium/Convention
   Sept 12-18, 2008
   Pittsburgh, PA
G. Michigan Allied Health Programs: NAA CLS Accredited Programs

**Andrews University**
Department of Clinical Laboratory Sciences  
Berrien Springs, MI 49104

Program Phone: (269)471-6294  
Program Contact: Marcia Kilsby PhD, MS, MT (ASCP)SBB, CLS(NCA)  
Program Email: kilsby@andrews.edu

Career Services Contact: (269)471-6096  
Career Services Email: andreaci@andrews.edu  
Graduation Dates: Jun, Aug

**Eastern Michigan University**
School of Health Sciences  
342 Marshall Building  
Ypsilanti, MI 48197

Program Phone: (734)487-3223  
Program Contact: Dr. Gary Hammerberg EdD, MT(ASCP)  
Program Email: gary.hammerberg@emich.edu

Career Services: [http://career.emich.edu](http://career.emich.edu)  
Career Services Contact: (734)487-0400  
Career Services Email: N/A  
Graduation Dates: Apr, Jun, Aug, Dec

**Ferris State University**
200 Ferris Drive  
Big Rapids, MI 49307-2740

Program Phone: (231)591-2317  
Program Contact: Ms. Barbara Ross MS, MT (ASCP)  
Program Email: rossb@ferris.edu

Career Services: [http://www.ferris.edu/careerservices](http://www.ferris.edu/careerservices)  
Career Services Contact: (231)591-2685  
Career Services Email: stucrsv@ferris.edu  
Graduation Dates: May, Aug, Dec
Grand Valley State University
Cook-DeVos Center for Hlth Sciences
301 Michigan Street, NE, Suite 200
Grand Rapids, MI  49503-3314
Program Phone:  (616)331-8540
Program Contact:  Linda Goossen PhD, MT (ASCP)
Program Email:  goossenl@gvsu.edu
Career Services:  http://www.gvsu.edu/careers/
Career Services Contact:  (616)331-3311
Career Services Email:  career@gvsu.edu
Graduation Dates:  N/A

Kellogg Community College
450 North Avenue
Battle Creek, MI  49017-3397
Program Phone:  (269)965-3931 ext. 2316
Program Contact:  Ms. Kathleen Paff MA, MT (ASCP), CLS(NCA)
Program Email:  paffk@kellogg.edu
Career Services:  www.kellogg.edu/ses
Career Services Contact:  (269)965-3931 ext. 2638/2627
Career Services Email:  washingtonm@kellogg.edu
Graduation Dates:  N/A

Michigan State University
Biomedical Laboratory Diagnostics Program
322 North Kedzie Hall
East Lansing, MI  48824-1031
Program Phone:  (517)353-7800 ext. 8
Program Contact:  Dr. Kathryn Doig PhD, CLS (NCA)
Program Email:  doig@msu.edu
Career Services:  http://www.csp.msu.edu/
Career Services Contact:  (517)884-1353
Career Services Email:  smitht62@msu.edu
Graduation Dates: May, Aug, Dec

Northern Michigan University
School of Nursing & Allied Health
I-L Learning Resources Ctr, 201 Magers Hall
Marquette, MI  49855-5346
Program Phone:  (906)227-1660
Program Contact:  Ms. Lucille Contois MA, MT (ASCP)
Program Email:  lcontois@nmu.edu
Career Services:  http://jobsearch.nmu.edu/
Career Services Contact:  (906)227-2800
Career Services Email:  kmohr@nmu.edu
Graduation Dates: May, Aug, Dec
Wayne State University
Suite 4690 APHS, Eugene Appelbaum College of Pharmacy & Health Sciences
259 Mack Avenue
Detroit, MI  48201

Program Phone:  (313)577-5526
Program Contact:  Janet Brown MS, MT (ASCP), CLS (NCA)
Program Email:  aa3663@wayne.edu

Career Services:  http://www.careerservices.wayne.edu
Career Services Contact: (313)577-3390
Career Services Email:  N/A
Graduation Dates:  May, Aug, Dec
Alternative Recruiting Strategies

1. DirectRecruit is a direct mail campaign for targeted allied health discipline. The campaign delivers a personalized recruitment message to every candidate in the targeted geographic areas. Your message is delivered to a captive audience without the distraction of competing messages from other employers. The process begins with a discussion on specific recruitment need, messaging, and identification of targeted area to recruit. JWT Inside provides estimates for creation of direct mailer and purchase of list, mail fulfillment and postage. Once an estimate is approved, the list is purchased and undergoes cleansing to assure accuracy and deliverability. At the same time, JWT Inside creates a personalized direct mailer.

Cost: Estimate is provided in advance based on targeted regions/zip codes.

2. Telerecruit is a new tool utilized to recruit passive health care candidates. It is an interactive telephone recruitment campaign that proactively pushes the recruitment message out to its targeted candidate pool. The experienced recruiters act on UMHS’s behalf to elicit candidates via a targeted call.

Cost: Estimate is provided in advance. Estimate is based on a per-candidate charge of $2.50 which is inclusive of everything necessary for a successful campaign including sourcing strategy, call guide, list rental, call execution and campaign summary. There is a minimum of 1,000 calls to start a project.

3. Direct Sourcing service uses search research techniques to identify qualified candidates based on your requirements. Candidates who match your job specifications are individually targeted and contacted on your behalf. The profiles of interested candidates are then forwarded to you for further consideration. For difficult-to-recruit or sensitive recruitment assignments, direct sourcing can successfully deliver candidates at a fraction of executive search prices.

What we do in Direct Sourcing:
- We work with you to establish job requirements and ideal candidate qualifications. We discuss the companies and individuals you want to target, and then develop a job profile to guide the search process. Experienced executive search researchers identify candidates who match your job profile.
- The position and your company are discussed in detail with each candidate. The profiles of at least three candidates who best fit your job profile are then forwarded to you for further consideration.
- A detailed summary of all the candidates who were contacted will be sent to you. Depending upon your staffing needs, additional services are available: name generation relative to specifications; organization chart construction; face-to-face interviews; competitive intelligence; appointment scheduling; and background and reference checking.
What Direct Sourcing does for you:
- Quickly identifies candidates who closely match your desired criteria at a fraction of executive search prices.
- Puts you in contact with those who are not actively seeking a job change
- Reaches those who do not respond to traditional advertising
- Provides you with information about competitive companies
- Benchmarks internal candidates against the best external candidates
- Provides a third party to facilitate sensitive recruitment assignments

Cost: $135/per hour; estimate is provided in advance.

**JWT/UMHS Direct Sourcing Projects completed:** Radiology & Nursing

4. **Recruitment Events** are a successful way to recruit the passive candidate. The event can be promoted through a variety of means including online, college e-mails and posting, direct mail, UMHS web site, print, and through your own employees. Events that include an educational offering, an opportunity to meet the staff and tour of the department have proven to net the best results.

5. **Net Source:** Our team of Internet recruiting experts will search both free and paid resume databases and provide up to 25 resumes matching your job specifications.

Features
- Internet recruiting experts will work with you directly to develop in-depth and detailed job descriptions.
- Recruiters will search free and fee-required Internet resume databases and sites, including local Internet Service Providers (ISPs); newsgroups; associations; source companies; colleges/universities; events/conferences; personal homepages; at least three search engines; and any other online locations that may prove helpful in the hunt for resumes. Each resume is meticulously read and screened according to your job description and requirements. Up to 25 matching resumes will be presented.

Cost: $1500; results guaranteed or there is no charge.
Alternative Online Strategies
Pay-Per-Click (Google, Adworks and Yahoo)

Pay-Per-Click, (PPC) Advertising begins with choosing a set of keywords relevant to the goals of the specific position. In the example below, the keyword ‘avionics jobs’ is used to illustrate a sample keyword search. When a user enters this keyword, it will trigger the delivery of an ad which will appear in the area marked by the red box. These keywords are bid upon at a pay-per-click (PPC) rate. This means is that for each click, UMHS will be charged a small fee. When an ad is displayed but not clicked on, no fees will be charged.

PPC Advertising offers strong geo-targeting capabilities that will allow JWT Inside to focus the UMHS media budget in the specified target market. This ensures that none of the media budget is spent in areas that UMHS is not targeting.

1. Keyword Research
JWT Inside will conduct thorough research to select the most appropriate keywords for your program. We strive to find a balance between the words people are searching for, qualified visitors, and keyword competitiveness. Using specialized tools and leveraging our existing relationships with online media, we research the number of monthly searches for pre-determined keywords as well as the cost per keyword. JWT Inside will also revisit the current keyword list and scrub it to accentuate the best performing keywords while removing poor performers. JWT Inside will also make recommendations on new keywords to help support any key hiring areas or job disciplines that are needed. As UMHS communicates its critical hiring needs and provides information on the priority between different job segments, JWT Inside will ‘skew’ the list to favor the job areas most needed by UMHS.
2. **Keyword Selection**
   Selecting the keywords is the single most important part of PPC Advertising. If you choose the wrong words, your site will receive one of two things: no traffic or too much unqualified traffic. We will conduct a detailed needs analysis with UMHS and review research data to make the targeted keyword recommendation. JWT Inside will also update the selected keywords bi-monthly and actively manage the campaign to make sure the strongest performing keywords are selected.

3. **Implementation**
   JWT Inside will work with Google Adworks and Yahoo Search Marketing, which are the largest search networks, and by focusing on these two networks we can concentrate the media for maximum effect and reduce diluting across multiple networks, as well as reduce project management costs associated with managing multiple networks.

4. **Report**
   JWT Inside will provide a report outlining the program success. This will consist of basic reports outlining program statistics, optimizations done, and optimizations planned for the future, and one final report with a detailed analysis of the campaign as a whole.

**Cost:** Campaigns are quoted in advance; average monthly media charge for a Google Adworks campaign averages $5,000. In addition, there is a set up fee and reporting fee.
Health Observance Days for 2008

JANUARY 2008

Month-Long Observances
Cervical Health Awareness Month  www.nccc-onling.org
National Glaucoma Awareness Month  www.preventblindness.org
March of Dimes Birth Defects Prevention Month  www.marchofdimes.com
National Volunteer Blood Donor Month  www.aabb.org

Week-Long Observances
20-26 Healthy Weight Week  www.healthyweight.net
20-26 National Nurse Anesthetists Week  www.aana.com
21-25 National Medical Group Practice Week  www.medicalgrouppracticewek.com

Recognition Days
9 Find a Dentist Day  www.agd.org
25 National Intravenous Nurse Day  www.ins1.org

FEBRUARY 2008

Month-Long Observances
Age-Related Macular Degeneration/Low Vision Awareness Month  www.preventblindness.org
American Heart Month  www.americanheart.org
National Children’s Dental Health Month  www.ada.org
Kids ENT Awareness Month  www.entnet.org/kidsent
Wise Health Care Consumer Month  www.healthylife.com

Week-Long Observances
1-7 National Patient Recognition Week  www.nprw.com
3-9 National Burn Awareness Week  www.burnawarenessweek.org
4-8 Pride in Food Service Week  www.dmaonline.org
7-14 Congenital Heart Defect Awareness Week  www.tchin.org/aware
10-16 Cardiovascular Professionals Week  www.ACP-online.org
10-16 National Cardiac Rehabilitation Week  www.aacvpr.org
14-March 17 Shamrocks against Dystrophy for the MDA  www.mdausa.org
24-March1 Eating Disorders Awareness Week  www.nationaleatingdisorders.org

Recognition Days
1 National Wear Red Day  www.GoRedForWomen.org
11 World Day for the Sick  www.nacc.org
15 Women’s Heart Day  www.womensheartday.org
29 Aster Awards Competition Deadline  www.asterawards.com

3 AHA Society for Healthcare Strategy and Market Development Health Observances and Recognition Days
MARCH 2008

Month-Long Observances
Brain Injury Awareness Month  www.biausa.org
Child Life Month  www.childlife.org
Colorectal Cancer Awareness Month  www.preventcancer.org
National Eye Donor Month  www.restore.org
Hemophilia Awareness Month  www.hemophilia.org
National Kidney Month  www.kidney.org
National Nutrition Month  www.eatright.org
National Save Your Vision Month  www.aoa.org
National Professional Social Work Month  www.socialworkers.org
Workplace Eye Health and Safety Month  www.preventblindness.org

Week-Long Observances
2-8 Dental Assistants Recognition Week  www.ada.org
2-8 Patient Safety Awareness Week  www.npsf.org
3-7 National School Breakfast Week  www.schoolnutrition.org
10-16 Brain Awareness Week  www.dana.org/brainweek
16-22 National Inhalants and Poisons Awareness Week  www.inhalants.org
16-22 National Poison Prevention Week  www.poisonprevention.org
16-22 National Pulmonary Rehabilitation Week  www.aacvpr.org

Recognition Days
13 World Kidney Day  www.kidney.org
25 Diabetes Alert Day  www.diabetes.org
27 Wilhelm Conrad Roentgen’s Birthday  N/A
30 National Doctors' Day  www.sma.org
APRIL 2008

Month-Long Observances
Alcohol Awareness Month www.ncadd.org
National Autism Awareness Month www.autism-society.org
Cancer Control Month www.cancer.org
Child Abuse Prevention Month www.preventchildabuse.org
Counseling Awareness Month www.counseling.org
Donate Life Month www.kidney.org
National Facial Protection Month www.aaoms.org
National Foot Health Awareness Month www.apma.org
National Humor Month www.larrywilde.com
National Minority Health Month www.nmhm.org
National Occupational Therapy Month www.aota.org
National Sexually Transmitted Diseases Awareness Month www.ashastd.org
Sports Eye Safety Month www.aao.org
Women’s Eye Health and Safety Month www.preventblindness.org
Youth Sports Safety Month www.nyssf.org

Week-Long Observances
6-12 National Public Health Week www.apha.org
7-12 National Healthcare Access Personnel Week www.naham.org
7-14 Health in the Americas Week www.paho.org
13-19 Patient Advocacy Week www.shca-aha.org
13-19 Health Information Privacy and Security Week www.ahima.org
19-26 National Infant Immunization Week www.cdc.gov/vaccines
20-26 National Electroneurodiagnostic Week www.aset.org
20-26 Health Care Administrative Professionals Week www.ahcap.org
20-26 National Medical Laboratory Week www.labweek.org
21-27 Medical Fitness Week www.medicalfitness.org
27-May 3 National Healthcare Volunteer Week www.aha.org

Recognition Days
3 National Alcohol Screening Day www.nationalalcoholscreeningday.org
5 Sir Joseph Lister’s Birthday www.paho.org
7 World Health Day www.paho.org
10 National Radiology Nurses Day www.arna.net
14 International Moment of Laughter Day www.izzyg.com
16 International Noise Awareness Day www.ithh.org
25-27 Global Youth Service Day N/A
26-27 March of Dimes WalkAmerica www.marchofdimes.com
## MAY 2008

### Month-Long Observances

<table>
<thead>
<tr>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergy and Asthma Awareness Month</td>
<td><a href="http://www.breatherville.org">www.breatherville.org</a></td>
</tr>
<tr>
<td>American Stroke Month</td>
<td><a href="http://www.strokeassociation.org">www.strokeassociation.org</a></td>
</tr>
<tr>
<td>National Arthritis Month</td>
<td><a href="http://www.arthritis.org">www.arthritis.org</a></td>
</tr>
<tr>
<td>Better Hearing and Speech Month</td>
<td><a href="http://www.asha.org">www.asha.org</a></td>
</tr>
<tr>
<td>Better Sleep Month</td>
<td><a href="http://www.bettersleep.org">www.bettersleep.org</a></td>
</tr>
<tr>
<td>National Bike Month</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
<tr>
<td>National Critical Care Awareness &amp; Recognition Month</td>
<td><a href="http://www.sccm.org">www.sccm.org</a></td>
</tr>
<tr>
<td>Healthy Vision Month</td>
<td><a href="http://www.aao.org">www.aao.org</a></td>
</tr>
<tr>
<td>Hepatitis Awareness Month</td>
<td><a href="http://www.hepatitisfoundation.org">www.hepatitisfoundation.org</a></td>
</tr>
<tr>
<td>National Stroke Month</td>
<td><a href="http://www.stroke.org">www.stroke.org</a></td>
</tr>
<tr>
<td>National High Blood Pressure Month</td>
<td><a href="http://www.nhlbi.nih.gov">www.nhlbi.nih.gov</a></td>
</tr>
<tr>
<td>Huntington’s Disease Awareness Month</td>
<td><a href="http://www.hdsa.org">www.hdsa.org</a></td>
</tr>
<tr>
<td>Lupus Awareness Month</td>
<td><a href="http://www.lupus.org">www.lupus.org</a></td>
</tr>
<tr>
<td>National Melanoma/ Skin Cancer Detection &amp; Prevention Month</td>
<td><a href="http://www.aad.org">www.aad.org</a></td>
</tr>
<tr>
<td>National Mental Health Month</td>
<td><a href="http://www.mentalhealthamerica.net">www.mentalhealthamerica.net</a></td>
</tr>
<tr>
<td>World Neurofibromatosis Awareness Month</td>
<td><a href="http://www.ctf.org">www.ctf.org</a></td>
</tr>
<tr>
<td>Older Americans Month</td>
<td><a href="http://www.aoa.gov">www.aoa.gov</a></td>
</tr>
<tr>
<td>Oncology Nursing Month</td>
<td><a href="http://www.ons.org">www.ons.org</a></td>
</tr>
<tr>
<td>National Osteoporosis Awareness and Prevention Month</td>
<td><a href="http://www.nof.org">www.nof.org</a></td>
</tr>
<tr>
<td>National Physical Fitness and Sports Month</td>
<td><a href="http://www.fitness.gov">www.fitness.gov</a></td>
</tr>
<tr>
<td>National Sight-Saving Month: Ultraviolet Awareness</td>
<td><a href="http://www.preventblindness.org">www.preventblindness.org</a></td>
</tr>
<tr>
<td>National Teen Pregnancy Prevention Month</td>
<td><a href="http://www.advocatesforyouth.org">www.advocatesforyouth.org</a></td>
</tr>
<tr>
<td>National Trauma Awareness Month</td>
<td><a href="http://www.amtrauma.org">www.amtrauma.org</a></td>
</tr>
<tr>
<td>Tuberous Sclerosis Awareness Month</td>
<td><a href="http://www.tsalliance.org">www.tsalliance.org</a></td>
</tr>
<tr>
<td>National Stroke Awareness Month</td>
<td><a href="http://www.stroke.org">www.stroke.org</a></td>
</tr>
</tbody>
</table>

### Week-Long Observances

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-10</td>
<td>Children’s Mental Health Week</td>
<td><a href="http://www.dmh.missouri.gov">www.dmh.missouri.gov</a></td>
</tr>
<tr>
<td>4-10</td>
<td>National Hug Holiday Week</td>
<td><a href="http://www.hugs4health.org">www.hugs4health.org</a></td>
</tr>
<tr>
<td>4-10</td>
<td>North American Occupational Safety &amp; Health Week</td>
<td><a href="http://www.asse.org/NAOSH">www.asse.org/NAOSH</a></td>
</tr>
<tr>
<td>6-12</td>
<td>National Nurses Week</td>
<td><a href="http://www.nursingworld.org">www.nursingworld.org</a></td>
</tr>
<tr>
<td>11-17</td>
<td>National Alcohol &amp; Drug-Related Birth Defects Week</td>
<td><a href="http://www.ncadd.org">www.ncadd.org</a></td>
</tr>
<tr>
<td>11-17</td>
<td>National Hospital and Healthcare Week</td>
<td><a href="http://www.healthshare-tha.com">www.healthshare-tha.com</a></td>
</tr>
<tr>
<td>11-17</td>
<td>National Nursing Home Week</td>
<td><a href="http://www.ahca.org">www.ahca.org</a></td>
</tr>
<tr>
<td>11-17</td>
<td>Food Allergy Awareness Week</td>
<td><a href="http://www.foodallergy.org">www.foodallergy.org</a></td>
</tr>
<tr>
<td>12-18</td>
<td>National Stuttering Awareness Week</td>
<td><a href="http://www.stutteringhelp.org">www.stutteringhelp.org</a></td>
</tr>
<tr>
<td>13-19</td>
<td>National Birth Center Week</td>
<td><a href="http://www.birthcenters.org">www.birthcenters.org</a></td>
</tr>
<tr>
<td>18-24</td>
<td>National Running and Fitness Week</td>
<td><a href="http://www.americanrunning.org">www.americanrunning.org</a></td>
</tr>
<tr>
<td>18-24</td>
<td>National Emergency Medical Services Week</td>
<td><a href="http://www.acep.org/emsweek">www.acep.org/emsweek</a></td>
</tr>
<tr>
<td>18-24</td>
<td>National Medical Transcription Week</td>
<td><a href="http://www.aamt.org">www.aamt.org</a></td>
</tr>
<tr>
<td>19-June 1</td>
<td>Buckle Up America! Week</td>
<td><a href="http://www.nhtsa.gov">www.nhtsa.gov</a></td>
</tr>
</tbody>
</table>
MAY 2008 Con’t

Recognition Days
4 High Blood Pressure Sunday  www.ishib.org
5 Melanoma Monday  www.aad.org
6 National Nurses Day  www.nursingworld.org
6 National Childhood Depression Awareness Day  www.nmha.org
7 National Anxiety Disorders Screening Day  www.freedomfromfear.org
7 Asthma Awareness Day on Capitol Hill  www.breatherville.org
7 Occupational Safety and Health Professional Day  www.asse.org
7 National School Nurse Day  www.nasn.org
12 CFIDS Awareness Day  www.cfids.org
12 Florence Nightingale’s Birthday  N/A
21 Employee Health and Fitness Day  www.physicalfitness.org
25 National Missing Children’s Day  www.childfindofamerica.org
28 National Senior Health and Fitness Day  www.fitnessday.com
31 World No Tobacco Day  www.wntd.com

JUNE 2008

Month-Long Observances
National Aphasia Awareness Month  www.aphasia.org
Fireworks Eye Safety Month  www.aao.org
National Hernia Awareness Month  www.herniainfo.com
National Scleroderma Awareness Month  www.scleroderma.org
Vision Research Month  www.preventblindness.org

Week-Long Observances
1-7 Dystonia Awareness Week  www.dystonia-foundation.org
1-7 National Headache Awareness Week  www.headaches.org
1-7 Sun Safety Week  www.sunsafetyalliance.org
9-13 National Vascular Nursing Week  www.synnet.org
9-15 National Men’s Health Week  www.menshealthweek.org
12-19 Nursing Assistants Week  www.cna-network.org
16-20 National Healthcare Risk Management Week  www.ashrm.org
22-28 Helen Keller Deaf-Blind Awareness Week  www.hknc.org

Recognition Days
1 Cancer Survivor Day  www.ncsdf.org
3 Healthcare Recruiter Recognition Day  www.nahcr.com
27 HIV Testing Day  www.nhtd.org

JULY 2008

Month-Long Observances
Cord Blood Awareness Month  www.cordblood.com
Hemochromatosis Screening Awareness Month  www.americanhs.org

Week-Long Observances
6-12 National Therapeutic Recreation Week  www.nrpa.org
20-26 National Hospitality House Week  www.nahhh.org

Recognition Days
18 Dental Awareness Day  www.agd.org
AUGUST 2008

Month-Long Observances
Aisles of Smiles Month
Children’s Eye Health and Safety Month
Cataract Awareness Month
National Immunization Awareness Month
Neurosurgery Outreach Month
Psoriasis Awareness Month
Spinal Muscular Atrophy Awareness Monday

Week-Long Observances
1-7 World Breastfeeding Week
3-9 National Health Center Week

Recognition Days
3 National Kids Day
23 Health Unit Coordinator Day
30-Sept 1 Jerry Lewis MDA Labor Day Telethon

www.mda.org
www.preventblindness.org
www.aao.org
www.partnersforimmunization.org
www.aans.org
www.psoriasis.org
www.curesma.com
www.lalecheleague.org
www.healthcenterweek.org
www.kidspeace.org
www.nahuc.org
www.mdausa.org
SEPTEMBER 2008

Month-Long Observances
America on the Move’s Campaign
Baby Safety Month
National Cholesterol Education Month
Craniofacial Acceptance Month
Fruit & Veggies Campaign
Gynecological Cancer Awareness Month
National Head Lice Prevention Month
Healthy Aging Month
Leukemia, Lymphoma & Myeloma Awareness Month
Pain Awareness Month
Prostate Health Month
National Sickle Cell Awareness Month
Sports & Home Eye Safety Month
Thyroid Cancer Awareness Month

www.americaonthemove.org
www.jpma.org
www.nhlbi.nih.gov
www.ccakids.org
www.fruitsandveggiesmatter.gov
www.thegcf.org
www.headlice.org
www.healthyaging.net
www.lls.org
www.theacpa.org
www.prostatehealth.com
www.sicklecelldisease.org
www.preventblindness.org
www.thyca.org

Week-Long Observances
1-7 National Childhood Injury Prevention Week
7-13 Suicide Prevention Week
7-13 National Assisted Living Week
7-13 National Healthcare Environmental Services Week
7-13 Prostatitis Awareness Week
14-20 Nephrology Nurses Week
14-20 Prostate Cancer Awareness Week
14-20 National Surgical Technologists Week
17-20 SHSMD Annual Conference
21-27 National Rehabilitation Awareness Celebration
21-27 National Reye’s Syndrome Awareness Week
21-27 Adult Immunization Awareness Week
21-27 Child Passenger Safety Week
21-27 Farm Safety and Health Week
21-27 Vasculitis Awareness Week
28-Oct. 4 Hearing Aid Awareness Week

www.assafeaspossible.org
www.suicidology.org
www.ncal.org
www.ashes.org
www.afud.org
www.anananurse.org
www.afud.org
www.ast.org
www.shsmd.org
www.nraf-rehabnet.org
www.reyessyndrome.org
www.rfid.org/ncal
www.boosterseat.gov
www.nsc.org/necas
www.vasculitisfoundation.org
www.ihsinfo.org

Recognition Days
7 National Grandparents Day
15 Neonatal Nurses Day
24 Women’s Health and Fitness Day
27 National Family Health and Fitness Day

www.grandparents-day.com
www.nann.org
www.fitnessday.com
www.fitnessday.com
### OCTOBER 2008

**Month-Long Observances**

<table>
<thead>
<tr>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Pharmacy Month</td>
<td><a href="http://www.aphanet.org">www.aphanet.org</a></td>
</tr>
<tr>
<td>National Breast Cancer Awareness Month</td>
<td><a href="http://www.nbcam.org">www.nbcam.org</a></td>
</tr>
<tr>
<td>National Chiropractic Month</td>
<td><a href="http://www.acatoday.org">www.acatoday.org</a></td>
</tr>
<tr>
<td>National Dental Hygiene Month</td>
<td><a href="http://www.adha.org">www.adha.org</a></td>
</tr>
<tr>
<td>Domestic Violence Awareness Month</td>
<td><a href="http://www.plannedparenthood.org">www.plannedparenthood.org</a></td>
</tr>
<tr>
<td>Eye Injury Prevention Month</td>
<td><a href="http://www.aao.org">www.aao.org</a></td>
</tr>
<tr>
<td>Halloween Safety Month</td>
<td><a href="http://www.preventblindness.org">www.preventblindness.org</a></td>
</tr>
<tr>
<td>Health Literacy Month</td>
<td><a href="http://www.healthliteracymonth.com">www.healthliteracymonth.com</a></td>
</tr>
<tr>
<td>Healthy Lung Month</td>
<td><a href="http://www.lungusa.org">www.lungusa.org</a></td>
</tr>
<tr>
<td>Liver Awareness Month</td>
<td><a href="http://www.liverfoundation.org">www.liverfoundation.org</a></td>
</tr>
<tr>
<td>Medical Librarians Month</td>
<td><a href="http://www.mlanet.org">www.mlanet.org</a></td>
</tr>
<tr>
<td>Medical Ultrasound Awareness Month</td>
<td><a href="http://www.sdms.org">www.sdms.org</a></td>
</tr>
<tr>
<td>National Physical Therapy Month</td>
<td><a href="http://www.apta.org">www.apta.org</a></td>
</tr>
<tr>
<td>Sudden Infant Death Syndrome Awareness Month</td>
<td><a href="http://www.firstcandle.org">www.firstcandle.org</a></td>
</tr>
<tr>
<td>Talk About Prescriptions Month</td>
<td><a href="http://www.talkaboutrx.org">www.talkaboutrx.org</a></td>
</tr>
<tr>
<td>Vegetarian Awareness Month</td>
<td></td>
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</table>

**Week-Long Observances**

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-8</td>
<td></td>
<td>National Gerontological Nursing Week</td>
<td><a href="http://www.ngna.org">www.ngna.org</a></td>
</tr>
<tr>
<td>5-11</td>
<td></td>
<td>Emergency Nurse Week</td>
<td><a href="http://www.ena.org">www.ena.org</a></td>
</tr>
<tr>
<td>5-11</td>
<td></td>
<td>Fire Prevention Week</td>
<td><a href="http://www.nfpa.org">www.nfpa.org</a></td>
</tr>
<tr>
<td>5-11</td>
<td></td>
<td>Mental Illness Awareness Week</td>
<td><a href="http://www.nami.org">www.nami.org</a></td>
</tr>
<tr>
<td>5-11</td>
<td></td>
<td>National Nurse-Midwifery Week</td>
<td><a href="http://www.midwife.org">www.midwife.org</a></td>
</tr>
<tr>
<td>5-11</td>
<td></td>
<td>Nuclear Medicine Week</td>
<td><a href="http://www.snm.org">www.snm.org</a></td>
</tr>
<tr>
<td>6-12</td>
<td></td>
<td>National Healthcare Food Service Week</td>
<td><a href="http://www.ashfsa.org">www.ashfsa.org</a></td>
</tr>
<tr>
<td>6-12</td>
<td></td>
<td>National Physician Assistants Week</td>
<td><a href="http://www.aapa.org">www.aapa.org</a></td>
</tr>
<tr>
<td>9-15</td>
<td></td>
<td>Pediatric Nursing Week</td>
<td><a href="http://www.pedsnurses.org">www.pedsnurses.org</a></td>
</tr>
<tr>
<td>12-18</td>
<td></td>
<td>National Healthcare Central Service/Sterile Processing Week</td>
<td><a href="http://www.ashscsp.org">www.ashscsp.org</a></td>
</tr>
<tr>
<td>12-18</td>
<td></td>
<td>Case Management Week</td>
<td><a href="http://www.acma.org">www.acma.org</a></td>
</tr>
<tr>
<td>13-17</td>
<td></td>
<td>Health Education Week</td>
<td><a href="http://www.nche.org">www.nche.org</a></td>
</tr>
<tr>
<td>13-18</td>
<td></td>
<td>National Nephrology Technician/Technologists Week</td>
<td><a href="http://www.nant.biz">www.nant.biz</a></td>
</tr>
<tr>
<td>16-22</td>
<td></td>
<td>International Infection Prevention Week</td>
<td><a href="http://www.apic.org">www.apic.org</a></td>
</tr>
<tr>
<td>19-25</td>
<td></td>
<td>Hospital &amp; Health System Pharmacy Week</td>
<td><a href="http://www.ashp.org">www.ashp.org</a></td>
</tr>
<tr>
<td>19-25</td>
<td></td>
<td>Kids Care Week</td>
<td><a href="http://www.kidscare.org">www.kidscare.org</a></td>
</tr>
<tr>
<td>19-25</td>
<td></td>
<td>National Respiratory Care Week</td>
<td><a href="http://www.aarc.org">www.aarc.org</a></td>
</tr>
<tr>
<td>19-25</td>
<td></td>
<td>National Healthcare Quality Week</td>
<td><a href="http://www.nahq.org">www.nahq.org</a></td>
</tr>
<tr>
<td>20-24</td>
<td></td>
<td>School Lunch Week</td>
<td><a href="http://www.asfsa.org/nslw">www.asfsa.org/nslw</a></td>
</tr>
<tr>
<td>20-24</td>
<td></td>
<td>National Medical Assistants Week</td>
<td><a href="http://www.amt1.org">www.amt1.org</a></td>
</tr>
<tr>
<td>20-26</td>
<td></td>
<td>Pastoral Care Week</td>
<td><a href="http://www.pastoralcareweek.org">www.pastoralcareweek.org</a></td>
</tr>
<tr>
<td>20-26</td>
<td></td>
<td>Healthcare Facilities and Engineering Week</td>
<td><a href="http://www.ashe.org">www.ashe.org</a></td>
</tr>
<tr>
<td>23-31</td>
<td></td>
<td>National Red Ribbon Week</td>
<td><a href="http://www.nfp.org">www.nfp.org</a></td>
</tr>
</tbody>
</table>
OCTOBER 2008 Con’t

Recognition Days
8   SAVE Today
8   Emergency Nurses Day
9   Bipolar Disorder Awareness Day
9   National Depression Screening Day
10  World Mental Health Day
16  World Food Day
17  National Mammography Day
22  Lung Health Day
25  Make a Difference Day

www.ama-assn.org/go/alliance
www.ena.org
www.nami.org
www.mentalhealthscreening.org
www.wmday.net
www.worldfooddayusa.org
www.nbcam.org
www.aarc.org
www.makeadifferenceday.com

NOVEMBER 2008

Month-Long Observances
National Alzheimer’s Disease Month
Diabetic Eye Disease Month
Epilepsy Awareness Month
National Family Caregivers Month
National Healthy Skin Month
National Home Care Month
National Hospice Month
Pancreatic Cancer Awareness Month
National Sexual Medicine Month
Christmas Seals Campaign
Jingle Bell Run for Arthritis
Prematurity Awareness Month

NationalAlzheimer’sDiseaseMonth
www.alz.org
DiabeticEyeDiseaseMonth
www.preventblindness.org
EpilepsyAwarenessMonth
www.epilepsyfoundation.org
NationalFamilyCaregiversMonth
www.thefamilycaregiver.org
NationalHealthySkinMonth
www.aad.org
NationalHomeCareMonth
www.nahc.org
NationalHospiceMonth
www.nhpco.org
PancreaticCancerAwarenessMonth
www.pancan.org
NationalSexualMedicineMonth
www.urolgyhealth.org
ChristmasSealsCampaign
www.christmasseals.org
JingleBellRunforArthritis
www.arthritis.org
PrematurityAwarenessMonth
www.marchofdimes.com

Week-Long Observances
1-7   Medical-Surgical Nurses Week
1-7   Urology Nurses Week
2-8   National Allied Health Professions Week
2-8   National Health Information and Technology Week
2-8   National Diabetes Education Week
2-8   Medical Staff Services Week
2-8   National Radiologic Technology Week
9-15  PeriOperative (OR) Nurse Week
10-14  Lung Cancer Awareness Week
16-22  Bladder Health Week

Medical-SurgicalNursesWeek
www.medsurgnurse.org
UrologyNursesWeek
www.suna.org
NationalAlliedHealthProfessionsWeek
www.asahp.org
NationalHealthInformationandTechnologyWeek
www.amia.org
NationalDiabetesEducationWeek
www.diabeteseducator.org
MedicalStaffServicesWeek
www.namss.org
NationalRadiologicTechnologyWeek
www.asrt.org
PeriOperative(OR)NurseWeek
www.aorn.org
LungCancerAwarenessWeek
www-ons.org
BladderHealthWeek
www.afud.org

Recognition Days
18  Prematurity Awareness Day
20  Great American Smoke Out
22  Family Volunteer Day

PrematurityAwarenessDay
www.marchofdimes.com
GreatAmericanSmokeOut
www.cancer.org
FamilyVolunteerDay
www.familycares.org
DECEMBER 2008

Month-Long Observances
National Drunk and Drugged Driving Prevention Month
Safe Toys and Celebrations Month
Safe Toys and Gifts Month

Week-Long Observances
1-7 Aplastic Anemia/Myelodysplastic Syndrome Awareness Week

Recognition Days
1 World AIDS Day

www.nhtsa.gov
www.aao.org
www.preventblindness.org
www.aamds.org
www.worldaidsday.org