Pharmacy
Recruiting Resource Guide

Prepared by JWT Inside
February 4, 2008
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Reviewed and approved by:
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Darci Watson, Health Careers Recruiter
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Fax: (314)295-1050
### Summary of Findings

<table>
<thead>
<tr>
<th>Vacancy</th>
<th>FTE</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Turnover</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<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>

<table>
<thead>
<tr>
<th>Days-to-Fill and -Start</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>

<table>
<thead>
<tr>
<th>Cost-per-Hire</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>$6,348</td>
</tr>
<tr>
<td>Allied Health</td>
<td>$3,111</td>
</tr>
<tr>
<td>Rehabilitation</td>
<td>$2,904</td>
</tr>
<tr>
<td>Office/Clerical</td>
<td>$2,437</td>
</tr>
<tr>
<td>Technician</td>
<td>$2,412</td>
</tr>
<tr>
<td>Nursing</td>
<td>$2,170</td>
</tr>
<tr>
<td>Entry Level</td>
<td>$1,598</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>Issue</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>

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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.

PHARMACY

A. Professional Associations

   Professional and scientific society that provides leadership, education, advocacy, and resources enabling clinical pharmacists to achieve excellence in practice and research. ACCP's membership is composed of practitioners, scientists, educators, administrators, students, residents, fellows, and others committed to excellence in clinical pharmacy and patient pharmacotherapy.

   13000 W 87th St. Pkwy.
   Lenexa, KS 66215-4530 USA
   P (913)492-3311
   F (913)492-0088
   Members: 6,900
   Job Postings: ACCP.com
   Mailing List Rental: Available

   Founded in 1852 as the American Pharmaceutical Association, the American Pharmacists Association represents more than 57,000 practicing pharmacists, pharmaceutical scientists, student pharmacists, pharmacy technicians, and others interested in advancing the profession. APhA, dedicated to helping all pharmacists improve medication use and advance patient care, is the first-established and largest association of pharmacists in the United States.

   1100 15th St. NW, Ste. 400
   Washington, DC 20005-1707 USA
   P (202)628-4410
   F (202)783-2351
   Toll-Free: (800)237-APHA
   Members: 26,000
   Job Postings: Pharmacist.com
   Mailing List Rentals: N/A

   Professional society of pharmacists employed by hospitals, HMOs, clinics, and other health systems. ASHP provides personnel placement service for members, sponsors professional and personal liability program and conducts educational and exhibit programs. The Association includes 30 practice interest areas, special sections for home care practitioners and clinical specialists, and research and education foundation.

   7272 Wisconsin Ave.
   Bethesda, MD 20814 USA
   P (301)657-3000
   F (301)664-8867
   Toll-Free: (866)279-0681
   Members: 30,000
   Job Postings: CareerPharm.com

Founded in December 1978 as an outgrowth of the American Society of Health-System Pharmacists, ABHP is the professional organization that represents Black and minority health-system pharmacists. ABHP is dedicated to the growth and development of pharmacy practice in health care facilities; and strives to support the goals of the American Society of Health-System Pharmacists.

2910 Kerry Forest Pkwy., D4-393
Tallahassee, FL 32309
P (203)354-0247
F (203)354-0247
Members: N/A
Job Postings: MyABHP.org
Mailing List Rental: N/A


The Michigan Pharmacists Association is a state professional society serving Michigan's pharmacists, pharmacy school educators, pharmaceutical representatives and pharmacy technicians.

815 N Washington Ave.
Lansing, MI 48906 USA
P (517)484-1466
F (517)484-4893
Members: 3,200
Job Postings: MI Pharmacy Job Network
Mailing List Rental: N/A


The Michigan Society of Health-System Pharmacists is a division of the Michigan Pharmacists Association and affiliated with the ASHP. The MSHP advances and supports the professional practice of pharmacists in hospitals and health systems. Serves as the collective voice on issues related to medication use and public.

815 N Washington Ave.
Lansing, MI 48906 USA
P (517)484-1466
F (517)484-4893
Members: N/A
Job Postings: MI Pharmacy Job Network
Mailing List Rental: N/A
B. Print Publications

1. **American Journal of Health-System Pharmacy: AJHP** contains details of particular interest to directors and staffs of pharmacy departments of hospitals, ambulatory care clinics, home care settings, long-term care facilities and managed care organizations. The focus is on drug-use, the pharmacist’s role in organized health delivery, the drug therapeutics information that pharmacists need to perform their clinical roles, and the use of automation to assist in drug delivery.

   Circulation: 47,565  
   Frequency: 2x monthly  
   Closing: One month prior to issue date  
   Bonus Distribution Issues:  
      June 1: ASHP Summer Meeting  
      Dec 1: ASHP Mid-Year Clinical Meeting

2. **CareerPharm In-Print** (Recruitment section of AJHP)

   Circulation: 47,565  
   Frequency: 2x monthly  
   Closing: One month prior to issue date  
   Bonus Distribution Issues:  
      April 15: Preliminary Program issue for ASHP Summer Meeting  
      June 1: ASHP Summer Meeting and Special Career Pharm issue  
      Oct 15: Preliminary Program issue for ASHP Midyear Clinical  
      Dec 1: ASHP Midyear Clinical Meeting

3. **Drug Topics:** *Drug Topics* serves the distributing and dispensing drug trade including retail drug stores, chain drug stores, hospital pharmacies, department stores, discount houses and supermarkets operating prescription departments.

   Circulation: 143,490  
   Frequency: 2x monthly  
   Closing: One month prior to issue date  
   Bonus Distribution Issues: N/A

4. **Journal of the American Pharmacists Association: JAPhA** is edited for APhA members and subscribers and provides readers with original research, reviews, analysis and opinion that support the development of pharmaceutical care as the practice standard for pharmacists. It emphasizes the vital link between science and practice by presenting current, top quality research in an accessible relevant format. The journal also features viewpoint articles and trends analysis from the opinion leaders of health care and each issue includes continuing education articles to enhance pharmacists’ clinical knowledge and practice skills.

   Circulation: 24,109  
   Frequency: Bimonthly  
   Closing: 12th of the month, two month preceding issue date  
   Bonus Distribution Issues:  
      March/April: APhA Annual Meeting & Exposition  
      May/June: AACP Annual Meeting  
      July/Aug: NACDS Pharmacy & Technology  
      Sept/Oct: ACCP Annual Meeting, Joint Forces Pharmacy Seminar  
      Nov/Dec: ASHP Mid-Year Clinical Meeting

5. **Michigan Pharmacist:** *Michigan Pharmacist* is the official journal of MPA and provides important information about the issues facing pharmacy today, serving as a primary reference
source for pharmacists on new types of drugs, drug manufacturers and product information. MPA offers a wide range of display and classified advertising solutions in Michigan Pharmacist, including full color and cover possibilities. Circulation: 3,200 Frequency: Bimonthly - Jan, March, May, July, Sept and Nov Closing: 25th of the month two months prior to publication Bonus Distribution Issues: N/A

6. MPA’s Doses: MPA’s Doses, the newsletter of the MPA, is mailed to MPA members in a packet with other valuable enclosures and provides breaking news from the Michigan pharmacy arena. Doses offers an exclusive envelope sponsor position, as well as quarter-page display and classified advertising. Circulation: 3,200 Frequency: Bimonthly February, April, June, Aug, Oct and Dec Closing: 1st of the month prior to publication Bonus Distribution Issues: N/A

7. Pharmacy Insider: Pharmacy Insider is designed to meet the information needs of hospital pharmacists, whose increasing role in patient safety, clinical outcomes and reducing health care costs makes them valuable and influential members of a hospital’s patient care team. Circulation: 33,000 hospital pharmacists plus 7,000 copies distributed to 80 pharmacy schools Frequency: 2x annually (May and November) Closing: April 7 for May; Oct 3 for Nov Bonus Distribution Issues: National Pharmacy Technician Association American Association of Colleges of Pharmacy American Academy of Pharmaceutical Sciences APha 2008

8. Pharmacy Today: Pharmacy Today is published by the American Pharmacists Association and reports on the latest practice trends and provides vital information about clinical news and medications. Stories include profiles of innovative practitioners along with contact information and tools that readers can use to develop new practices of their own. It provides in depth coverage straight from Capitol Hill. Circulation: 138,715 Frequency: Monthly Closing: 12th of the month preceding issue date Bonus Distribution Issues: March: APhA Annual Meeting & Exposition Oct: Joint Forces Pharmacy Seminar Nov: ASHP Mid-Year Clinical Meeting

9. Pharmacy Week: Pharmacy Week is the pharmacy professional’s national employment resource. It focuses on employment and career issues for professionals in pharmacy. Circulation: 72,877 Frequency: Weekly (Sundays) Closing: Four days prior to issue date Bonus Distribution Issues: AACP, ABHP, ACCP, ASHP

10. Pharmacy Times: Pharmacy Times provides practical clinical information that pharmacists can use in everyday practice when counseling patients and interacting with physicians. The magazine also offers superior continuing education activities that reach the full universe of pharmacists. Banner advertising is available on PharmacyTimes.com
11. **Student Pharmacist**: Published by the American Pharmacists Association, *Student Pharmacist* is the premier publication that the nation’s PharmD candidates can rely on for information regarding their pharmacy career planning.

Circulation: 27,000  
Frequency: Bimonthly  
Closing: 12th of the month, two months preceding issue date  
Bonus Distribution Issues:  
  - Jan/Feb: CPhA Annual Meeting  
  - March/April: APhA Annual Meeting & Exposition  
  - May/June: PTEC Conference, AACP Annual Meeting  
  - July/Aug: NACDS Pharmacy & Technology  
  - Nov/Dec: ASHP Mid-Year Clinical Meeting

12. **The Pharmacist**: *The Pharmacist* features compelling and engaging stores relevant to pharmacists both professionally and personally.

Circulation: 27,000  
Frequency: Monthly  
Closing: Two weeks prior to issue date  
Bonus Distribution Issues:  
  - Feb: ASPEN  
  - March: APhA  
  - June: ASHP Summer  
  - July: AACP  
  - Oct: ACCP  
  - Dec: ASHP Mid-Year
13. **U.S. Pharmacist:** *U.S. Pharmacist* is a monthly journal dedicated to providing the nation's pharmacists with up-to-date, authoritative, peer-reviewed clinical articles relevant to contemporary pharmacy practice in a variety of settings, including community pharmacy, hospitals, managed care systems, ambulatory care clinics, home care organizations, long-term care facilities, industry and academia. The publication is also useful to pharmacy technicians, students, other health professionals and individuals interested in health management. Pharmacists licensed in the United States can earn Continuing Education credits through Postgraduate Healthcare Education, LLC.

Circulation: 127,598  
Frequency: Monthly  
Closing: One month prior to issue date  
Bonus Distribution Issues:  
   - Feb: APhA  
   - Nov: ASHP Mid-Year Meeting

**C. Web Opportunities**

1. **American College of Clinical Pharmacy:** [www.ACCP.com](http://www.ACCP.com)  
   Online Position Listings are provided as a service to College members and the pharmacy community.

2. **American Society of Health System Pharmacists:** [www.careerpharm.com](http://www.careerpharm.com)  
   ASHP launched CareerPharm in June of 2003 to meet the unique recruiting needs of pharmacy employers and job seekers. The logs on average over 500,000 monthly page views and boasts over 6,000 registered pharmacy candidates and over 600 pharmacy employers all connecting daily with one another.

3. **American Pharmacists Association:** [www.Pharmacist.com](http://www.Pharmacist.com)  
   The American Pharmacists Association’s official online career center includes Academic, Chain Drug Store, Community, Health System and Managed Care Pharmacist, Pharmacy Assistant, Management and Technician positions.

4. **Association of Black Health-System Pharmacists:** [www.MyABHP.org](http://www.MyABHP.org)  
   The Association of Black Health-System Pharmacist’s official online career center.

5. **Michigan Pharmacists Association:** [www.michiganpharmacists.org](http://www.michiganpharmacists.org)  
   Services, job openings and other opportunities of interest to Michigan pharmacy professionals.

6. **Pharmacy Times:** [www.pharmacytimes.com](http://www.pharmacytimes.com)  
   Pharmacy Times online job Posting and banner ads. Includes the Pharmacy Times Career Corner which is provides targeted career guidance for students of pharmacy at all stages.

7. **Pharmacy Week:** [www.pharmacyweek.com](http://www.pharmacyweek.com)  
   PharmacyWeek provides information on pharmacy jobs, pharmacy salaries, and other pharmacy career resources.

8. **U.S. Pharmacist:** [www.careers.uspharmacist.com](http://www.careers.uspharmacist.com)  
   Job listings posted by employers as well as job listings running from the classified pages of *U.S. Pharmacist*. When a job is posted, a search is made to find any matching candidates. Profiles and resumes that match your job will be e-mailed directly to you.
D. E-Newsletters/Email Blasts

1. CareerPharm eNewsletter: [www.ashp.org/s_ashp/docs/files/about/Ad_Flyer_price.pdf](www.ashp.org/s_ashp/docs/files/about/Ad_Flyer_price.pdf)
The American Society of Health-System Pharmacists (ASHP) eNewsletter.

From the publishers of Pharmacy Times, ePharmacy Times, delivers breaking news and practical tips and establishes an interactive exchange between Pharmacy Times and the pharmacy community. Advertising opportunities include article sponsorships, banner ads and message ads.

   Circulation: 93,000  
   Frequency: Delivered biweekly

All website classifieds are also included in e-news weekly, an e-newsletter to MPA membership that comes out every Wednesday.

E. Direct Mail

1. American College of Clinical Pharmacy (ACCP)
ACCP’s mailing list is available for one-time direct mail use by approved parties for disseminating information of interest to their members. Contact Medical Marketing Service, Inc. (MMS), ACCP’s official and exclusive list manager, at (800)MED-LIST (633-5478) or sales@mmslists.com.

2. American Society of Health System Pharmacists (ASHP)
A list of pre-registrants is available for rental purposes exclusively to companies exhibiting at the Midyear Clinical Meeting and Summer Meeting.

F. Conferences & Events

1. APhA Annual Meeting: APhA2008 American Pharmacists Association:  
   [www.aphameeting.org](www.aphameeting.org)
   March 14-17, 2008  
   San Diego, CA

2. APhA Employment Exchange (Career Expo for Pharmacists):  
   [www.aphameeting.org](www.aphameeting.org)
   10x10 exhibit space, 900 job posting units, complimentary registrations (eligible for CE), program listings, social events.

3. American Society of Health-System Pharmacists, ASHP Summer Meeting:  
   [www.ashp.org/meetings/summer/index.cfm](www.ashp.org/meetings/summer/index.cfm)
   2008 Summer Meeting  
   June 8-11, 2008  
   Seattle, WA

4. American Society of Health-System Pharmacists, ASHP Mid-Year Clinical Meeting:  
   43rd ASHP Midyear Clinical Meeting  
   December 7-11 2008  
   Orlando, FL

5. Association of Black Health-System Pharmacists 3rd Annual Meeting:  
ABHP Minority Health Conference and Annual Meeting  
May 16-18, 2008  
Atlanta Marriott Marquis  
Atlanta, GA

6. Michigan Pharmacists Association:  
www.michiganpharmacists.org  
MPA Annual Convention & Exposition  
February 29-March 2, 2008  
Hyatt Regency  
Dearborn, MI

G. Michigan Allied Health Programs: ACPE Accredited Programs

**Ferris State University**  
College of Pharmacy  
220 Ferris Drive  
Big Rapids, MI 49307

Program Phone: (231)591-2254  
Program Contact: Ian Mathison, Ph.D., D.Sc.  
Professor of Medicinal Chemistry  
Program Email: Mathison@ferris.edu

Career Services: [http://www.ferris.edu/careerservices](http://www.ferris.edu/careerservices)  
Career Services Contact: (231)591-2685  
Career Services Email: stucsrv@ferris.edu  
Graduation Dates: May, Aug, Dec

**University of Michigan**  
College of Pharmacy  
428 Church Street  
Ann Arbor, MI 48109-1065

Program Phone: (734)764-7312  
Program Contact: Frank J. Ascione, Dean University of Michigan College of Pharmacy  
Program Email: fascione@umich.edu

Career Services: [http://www.careercenter.umich.edu](http://www.careercenter.umich.edu)  
Career Services Contact: (734)764-7460  
Career Services Email: tlehker@umich.edu  
Graduation Dates: May, Aug, Dec
Wayne State University
Eugene Applebaum College of Pharmacy and Health Sciences
259 Mack Avenue
Detroit, MI 48201

Program Phone: (313)577-1574
Program Contact: Dean Beverly J. Schmoll PT, PhD, FAPTA
Program Email: bschmoll@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.medicalgrouppracticeweek.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]
### MARCH 2008

**Month-Long Observances**
- Brain Injury Awareness Month [www.biausa.org](http://www.biausa.org)
- Child Life Month [www.childlife.org](http://www.childlife.org)
- Colorectal Cancer Awareness Month [www.preventcancer.org](http://www.preventcancer.org)
- National Eye Donor Month [www.restoresight.org](http://www.restoresight.org)
- Hemophilia Awareness Month [www.hemophilia.org](http://www.hemophilia.org)
- National Kidney Month [www.kidney.org](http://www.kidney.org)
- National Nutrition Month [www.eatright.org](http://www.eatright.org)
- National Save Your Vision Month [www.aoa.org](http://www.aoa.org)
- National Professional Social Work Month [www.socialworkers.org](http://www.socialworkers.org)
- Workplace Eye Health and Safety Month [www.preventblindness.org](http://www.preventblindness.org)

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

**Recognition Days**
- 27 Wilhelm Conrad Roentgen’s Birthday N/A
- 30 National Doctors’ Day [www.sma.org](http://www.sma.org)
### APRIL 2008

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

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

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

Month-Long Observances

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

Week-Long Observances

4-10  Children’s Mental Health Week  www.dmh.missouri.gov
4-10  National Hug Holiday Week  www.hugs4health.org
4-10  North American Occupational Safety & Health Week  www.asse.org/NAOSH
6-12  National Nurses Week  www.nursingworld.org
11-17  National Alcohol & Drug-Related Birth Defects Week  www.ncadd.org
11-17  National Hospital and Healthcare Week  www.healthshare-tha.com
11-17  National Nursing Home Week  www.ahca.org
11-17  Food Allergy Awareness Week  www.foodallergy.org
12-18  National Stuttering Awareness Week  www.stutteringhelp.org
13-19  National Birth Center Week  www.birthcenters.org
18-24  National Running and Fitness Week  www.americanrunning.org
18-24  National Emergency Medical Services Week  www.acep.org/emsweek
18-24  National Medical Transcription Week  www.aamt.org
19-June 1  Buckle Up America! Week  www.nhtsa.gov
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.svnnet.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.americanhhs.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

www.mda.org
www.preventblindness.org
www.aao.org
www.partnersforimmunization.org
www.aans.org
www.psoriasis.org
www.curesma.com

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

www.lalecheleague.org
www.healthcenterweek.org

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

www.kidspeace.org
www.nahuc.org
www.mdausa.org
## SEPTEMBER 2008

### Month-Long Observances
- **America on the Move’s Campaign**  
  [www.americaonthemove.org](http://www.americaonthemove.org)
- **Baby Safety Month**  
  [www.jpma.org](http://www.jpma.org)
- **National Cholesterol Education Month**  
  [www.nhlbi.nih.gov](http://www.nhlbi.nih.gov)
- **Craniofacial Acceptance Month**  
  [www.ccakids.org](http://www.ccakids.org)
- **Fruit & Veggies Campaign**  
  [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)
- **Gynecological Cancer Awareness Month**  
  [www.thegcf.org](http://www.thegcf.org)
- **National Head Lice Prevention Month**  
  [www.headlice.org](http://www.headlice.org)
- **Healthy Aging Month**  
  [www.healthyaging.net](http://www.healthyaging.net)
- **Leukemia, Lymphoma & Myeloma Awareness Month**  
  [www.lls.org](http://www.lls.org)
- **Pain Awareness Month**  
  [www.theacpa.org](http://www.theacpa.org)
- **Prostate Health Month**  
  [www.prostatehealth.com](http://www.prostatehealth.com)
- **National Sickle Cell Awareness Month**  
  [www.sicklecelldisease.org](http://www.sicklecelldisease.org)
- **Sports & Home Eye Safety Month**  
  [www.preventblindness.org](http://www.preventblindness.org)
- **Thyroid Cancer Awareness Month**  
  [www.thyca.org](http://www.thyca.org)

### Week-Long Observances
- **National Childhood Injury Prevention Week**  
  [www.assafeaspossible.org](http://www.assafeaspossible.org)
- **Suicide Prevention Week**  
  [www.suicidology.org](http://www.suicidology.org)
- **National Assisted Living Week**  
  [www.ncal.org](http://www.ncal.org)
- **National Healthcare Environmental Services Week**  
  [www.ashes.org](http://www.ashes.org)
- **Prostatitis Awareness Week**  
  [www.afud.org](http://www.afud.org)
- **Nephrology Nurses Week**  
  [www.amnanurse.org](http://www.amnanurse.org)
- **Prostate Cancer Awareness Week**  
  [www.afud.org](http://www.afud.org)
- **National Surgical Technologists Week**  
  [www.ast.org](http://www.ast.org)
- **SHSMD Annual Conference**  
  [www.shsmd.org](http://www.shsmd.org)
- **National Rehabilitation Awareness Celebration**  
  [www.nraf-rehabnet.org](http://www.nraf-rehabnet.org)
- **National Reye’s Syndrome Awareness Week**  
  [www.reyessyndrome.org](http://www.reyessyndrome.org)
- **Adult Immunization Awareness Week**  
  [www.rfid.org/ncal](http://www.rfid.org/ncal)
- **Child Passenger Safety Week**  
  [www.boosterseat.gov](http://www.boosterseat.gov)
- **Farm Safety and Health Week**  
  [www.nsc.org/necas](http://www.nsc.org/necas)
- **Vasculitis Awareness Week**  
  [www.vasculitisfoundation.org](http://www.vasculitisfoundation.org)
- **Hearing Aid Awareness Week**  
  [www.ihsinfo.org](http://www.ihsinfo.org)

### Recognition Days
- **National Grandparents Day**  
  [www.grandparents-day.com](http://www.grandparents-day.com)
- **Neonatal Nurses Day**  
  [www.nann.org](http://www.nann.org)
- **Women’s Health and Fitness Day**  
  [www.fitnessday.com](http://www.fitnessday.com)
- **National Family Health and Fitness Day**  
  [www.fitnessday.com](http://www.fitnessday.com)
**OCTOBER 2008**

**Month-Long Observances**
- American Pharmacy Month
  - www.aphanet.org
- National Breast Cancer Awareness Month
  - www.nbcam.org
- National Chiropractic Month
  - www.acatoday.org
- National Dental Hygiene Month
  - www.adha.org
- National Disability Employment Awareness Month
  - www.jwod.gov
- Domestic Violence Awareness Month
  - www.ncadv.org
- National Family Sexuality Education Month
  - www.plannedparenthood.org
- Eye Injury Prevention Month
  - www.aao.org
- Halloween Safety Month
  - www.preventblindness.org
- Health Literacy Month
  - www.healthliteracymonth.com
- Healthy Lung Month
  - www.lungusa.org
- Liver Awareness Month
  - www.liverfoundation.org
- Medical Librarians Month
  - www.mlanet.org
- Medical Ultrasound Awareness Month
  - www.sdms.org
- National Physical Therapy Month
  - www.apta.org
- Sudden Infant Death Syndrome Awareness Month
  - www.firstcandle.org
- Talk About Prescriptions Month
  - www.talkaboutrx.org
- Vegetarian Awareness Month

**Week-Long Observances**
- 1-8 National Gerontological Nursing Week
  - www.ngna.org
- 5-11 Emergency Nurse Week
  - www.ena.org
- 5-11 Fire Prevention Week
  - www.nfpa.org
- 5-11 Healthcare Resource & Materials Management Week
  - www.ahrmm.org
- 5-11 Mental Illness Awareness Week
  - www.nami.org
- 5-11 National Nurse-Midwifery Week
  - www.midwife.org
- 5-11 Nuclear Medicine Week
  - www.snmm.org
- 6-12 National Healthcare Food Service Week
  - www.ashfsa.org
- 6-12 National Physician Assistants Week
  - www.aapa.org
- 9-15 Pediatric Nursing Week
  - www.pedsnurses.org
- 12-18 National Healthcare Central Service/Sterile Processing Week
  - www.ashcsp.org
- 12-18 Case Management Week
  - www.acmaweb.org
- 13-17 Health Education Week
  - www.nche.org
- 13-18 National Nephrology Technician/Technologists Week
  - www.nant.biz
- 16-22 International Infection Prevention Week
  - www.apic.org
- 19-25 Hospital & Health System Pharmacy Week
  - www.ashp.org
- 19-25 Kids Care Week
  - www.kidscare.org
- 19-25 National Respiratory Care Week
  - www.aarc.org
- 19-25 National Healthcare Quality Week
  - www.nahq.org
- 20-24 School Lunch Week
  - www.asfsa.org/nslw
- 20-24 National School Bus Safety Week
  - www.nhtsa.dot.gov
- 20-24 National Medical Assistants Week
  - www.amt1.org
- 20-26 Pastoral Care Week
  - www.pastoralcareweek.org
- 20-26 Healthcare Facilities and Engineering Week
  - www.ashe.org
- 23-31 National Red Ribbon Week
  - www.nfp.org
### OCTOBER 2008 Con’t

#### Recognition Days

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Emergency Nurses Day</td>
<td><a href="http://www.ena.org">www.ena.org</a></td>
</tr>
<tr>
<td>9</td>
<td>Bipolar Disorder Awareness Day</td>
<td><a href="http://www.nami.org">www.nami.org</a></td>
</tr>
<tr>
<td>9</td>
<td>National Depression Screening Day</td>
<td><a href="http://www.mentalhealthscreening.org">www.mentalhealthscreening.org</a></td>
</tr>
<tr>
<td>10</td>
<td>World Mental Health Day</td>
<td><a href="http://www.wmday.net">www.wmday.net</a></td>
</tr>
<tr>
<td>16</td>
<td>World Food Day</td>
<td><a href="http://www.worldfooddayusa.org">www.worldfooddayusa.org</a></td>
</tr>
<tr>
<td>17</td>
<td>National Mammography Day</td>
<td><a href="http://www.nbcam.org">www.nbcam.org</a></td>
</tr>
<tr>
<td>22</td>
<td>Lung Health Day</td>
<td><a href="http://www.aarc.org">www.aarc.org</a></td>
</tr>
<tr>
<td>25</td>
<td>Make a Difference Day</td>
<td><a href="http://www.makeadifferenceday.com">www.makeadifferenceday.com</a></td>
</tr>
</tbody>
</table>

### NOVEMBER 2008

#### Month-Long Observances

- National Alzheimer’s Disease Month
  - [www.alz.org](http://www.alz.org)
- Diabetic Eye Disease Month
  - [www.preventblindness.org](http://www.preventblindness.org)
- Epilepsy Awareness Month
  - [www.epilepsyfoundation.org](http://www.epilepsyfoundation.org)
- National Family Caregivers Month
  - [www.thefamilycaregiver.org](http://www.thefamilycaregiver.org)
- National Healthy Skin Month
  - [www.aad.org](http://www.aad.org)
- National Home Care Month
  - [www.nahc.org](http://www.nahc.org)
- National Hospice Month
  - [www.nhpco.org](http://www.nhpco.org)
- Pancreatic Cancer Awareness Month
  - [www.pancan.org](http://www.pancan.org)
- National Sexual Medicine Month
  - [www.urologyhealth.org](http://www.urologyhealth.org)
- Christmas Seals Campaign
  - [www.christmasseseals.org](http://www.christmasseseals.org)
- Jingle Bell Run for Arthritis
  - [www.arthritis.org](http://www.arthritis.org)
- Prematurity Awareness Month
  - [www.marchofdimes.com](http://www.marchofdimes.com)

#### Week-Long Observances

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-7</td>
<td>Medical-Surgical Nurses Week</td>
<td><a href="http://www.medsurgnurse.org">www.medsurgnurse.org</a></td>
</tr>
<tr>
<td>1-7</td>
<td>Urology Nurses Week</td>
<td><a href="http://www.suna.org">www.suna.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Allied Health Professions Week</td>
<td><a href="http://www.asahp.org">www.asahp.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Health Information and Technology Week</td>
<td><a href="http://www.ahima.org">www.ahima.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Diabetes Education Week</td>
<td><a href="http://www.diabeteseducator.org">www.diabeteseducator.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>Medical Staff Services Week</td>
<td><a href="http://www.namss.org">www.namss.org</a></td>
</tr>
<tr>
<td>2-8</td>
<td>National Radiologic Technology Week</td>
<td><a href="http://www.asrt.org">www.asrt.org</a></td>
</tr>
<tr>
<td>9-15</td>
<td>PeriOperative (OR) Nurse Week</td>
<td><a href="http://www.aorn.org">www.aorn.org</a></td>
</tr>
<tr>
<td>10-14</td>
<td>Lung Cancer Awareness Week</td>
<td><a href="http://www.ons.org">www.ons.org</a></td>
</tr>
<tr>
<td>16-22</td>
<td>Bladder Health Week</td>
<td><a href="http://www.afud.org">www.afud.org</a></td>
</tr>
</tbody>
</table>

#### Recognition Days

<table>
<thead>
<tr>
<th>Date</th>
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<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Prematurity Awareness Day</td>
<td><a href="http://www.marchofdimes.com">www.marchofdimes.com</a></td>
</tr>
<tr>
<td>20</td>
<td>Great American Smoke out</td>
<td><a href="http://www.cancer.org">www.cancer.org</a></td>
</tr>
<tr>
<td>22</td>
<td>Family Volunteer Day</td>
<td><a href="http://www.familycares.org">www.familycares.org</a></td>
</tr>
</tbody>
</table>
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