The Mobile Generation: Recruiting Physicians with Social Media

OAHP Presents: “Onboarding and Retention Programs for Provider Engagement”

Welcome – Stephanie Hutchens, President & Courtney Kennedy, Vice President

Sourcing & Cold Calling: The art of piquing the interest of physicians and getting...
Speakers

Trevor Strauss, Jackson Physician Search — “The Mobile Generation: Recruiting Physicians with Social Media”
Trevor Strauss is Director of Jackson Physician Search, part of the Jackson Healthcare family of companies and an industry leader in the permanent healthcare recruitment and consulting field. With a regional focus on the Mid-Atlantic and Northeastern U.S., Trevor has a deep understanding of the healthcare recruitment landscape and best practices from a local, regional and national perspective. Throughout his decade of experience as a healthcare development executive, Trevor has developed comprehensive strategies to help his client partners navigate financial, operational, and patient care needs.

Melinda O’Bryan, Practice Match — “Sourcing & Cold Calling: The art of piquing the interest of physicians and getting them to respond”
Melinda O’Bryan has worked in the Physician Sourcing & Recruitment industry for 16+ years. Melinda began her career sourcing candidates for a small locally owned and consulting field. With a regional focus on the Mid-Atlantic and Northeastern U.S., Trevor has a deep understanding of the healthcare landscape and best practices from a local, regional and national perspective. Throughout his decade of experience as a healthcare development executive, Trevor has developed comprehensive strategies to help his client partners navigate financial, operational, and patient care needs.

Mary Ryan, Taylor Ryan, LLC — “Hiring International Medical Graduates: Strategies and Planning”
Mary Ryan is a lawyer whose practice has been devoted to employment and immigration law for more than 25 years. Her firm represents a large number of healthcare employers as well as a variety of medical practices. According to the firm’s knowledge of the area, it must be able to be presented in today’s medical graduates.

Rhonda Jackson, Realty Check Screening — “Is your perfect candidate a prince or a toad?”
Rhonda Jackson is the Owner and President of Realty Check Screening, LLC, located in Middletown, MD. She has over 20 years of experience in the investigative industry, including in the insurance fraud industry in 1995. She has developed a deep understanding of the healthcare industry, where her company is a member of the National Association of Professional Background Screeners, as well as long-time supporter of the ASPR.

Brandon Barfield, Doctors without Borders — “Quarterly: “The Impact of Student Loans and Forbearance Programs on a Physician’s Career Path”
Brandon Barfield is a co-founder of DWOD, and serves as the East Coast and Midwest Director of Education. He is nationally a known student loan expert for graduate health professions, and is regularly requested to present at some of the nation’s most prestigious institutions. Since 2011, Brandon has given over 500 loan repayment presentations for schools, hospitals, and conferences across the country.

Gray Penetti, Practice Link — “How Employer Branding Impacts Physician Recruitment”
Gray Penetti is currently a Sales Manager for both the New England and Mid-Atlantic regions of PracticeLink and she is based out of her corporate headquarters in Hartford, WV. Her background include pharmaceutical sales, medical device sales, and executive management as a subcontractor for the Army National Guard and Army Reserves. She has more than 15 years of diverse sales experience within the healthcare industry and pharmaceutical sector.

Jim Stone, The Medical Firm — “Candidate Sourcing Effectiveness”
Jim Stone has been involved in physicians recruiting since 1995 and has spoken at ASGP and NASMA national conferences, Healthcare Staffing Summit, regional ASPR meetings, MAPRA and other meetings. He is the President of the Medical Firm.

Building Bridges... Creating Connections and Together!