



Third Quarter 2014

midwestmd.org

A New Resource for Residents and Physicians

MINK Launches Career and Life Planning Portal

The Missouri, Iowa, Nebraska and Kansas Physician and Retention Network (**MINK**), consisting of 91 members and representing 71 Physician Employer Organizations, is proud to announce that as of August 1, the **MINK** online Career and Life Planning Resource Portal for Physicians is available for Medical Students, Residents/Fellows, practicing physicians and their family members.

Through a strategic partnership with **Adventures in Medicine**, this online resource delivers more than 100 learning modules rich in career planning and life balance content:

"We envision members driving career and life planning resources to our respective physician candidates to help physicians and their families make the best decision possible when selecting the best opportunity and community," said **MINK** president Donna Shelby. "This helps our member's organizations to ensure the right match, improve physician satisfaction and reduce physician turnover."

- Some 45.8% of physicians were experiencing at least one symptom of burnout: loss of enthusiasm for work, feelings of cynicism, or a low sense of personal accomplishment.
- Over 38.8% of physicians in active practice had no or minimal savings.
- 50% of physicians would NOT recommend becoming a physician as a career.

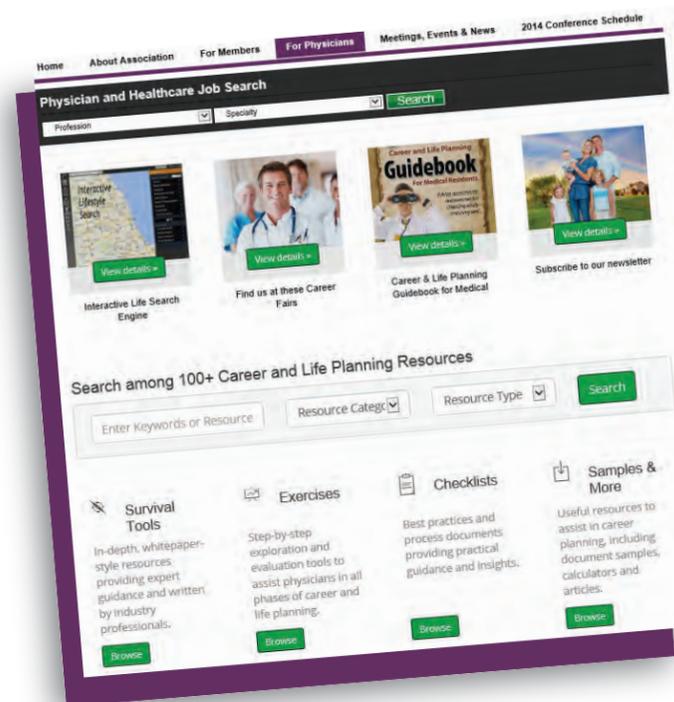
Most residency programs are not equipped to offer the career, life planning and the business of medicine training necessary to address these concerns. **MINK** members have a unique opportunity to become an extension of Residency Program education by providing specific career and life resources at the specific time of need.

"We (in-house physician recruiters) have a responsibility to be a resource helping to transition Residents from their training into their life and career and provide each resident and physician candidate with the tools to make the best decision," said Michelle Grady, physician recruiter at The Nebraska Medical Center and **MINK** member.

Adventures in Medicine, for the past five years, has been delivering the very best in the Career and Life Planning resources medical professionals need to succeed in the practice of medicine, achieve fulfillment and impact the health of the communities they serve.

"We are proud to continue our commitment to providing content needed by talented residents, physicians and their families, along with our employer partners like MINK and MINK members, to guide and support critical career and life planning decisions" said Todd Skertich, Founder and Director of Content Strategies for Adventures In Medicine.

Click Here to Explore
<http://new.mink-midwest.org/for-physicians>



Interactive Lifestyle Search

This interactive, map-based lifestyle search engine is a totally new way to search for communities online. Looking for a home within a quarter mile of a high school, a half mile of a coffee shop, and two miles from a grocery store? **SpatialMatch**® can find you those homes. Our platform is built on deep levels of data, including for-sale homes, historic 'sold' data, 60+ million not-for-sale houses, 130,000+ schools and universities, 12+ million businesses, demographics and statistical data, and much more.

Through networking and educational development, **MINK** members seek to ensure integrity and maintain a selective, knowledgeable approach to recruitment and retention in a cost-effective and quality-conscious manner.

"I introduce the portal in my first interaction with the candidate," said Cynthia Forsyth, Physician Recruiter for Mercy Health Network and **MINK** member. "Whether I'm on the phone or meeting the candidate in person, I walk the candidate through all of the online resources."

"As the candidate navigates through the process, I drive them back to the website to provide them the exact resource they need at the exact time they need it," she said. "It's amazing how deep our conversations move to more detail in a short period of time."

Visit <http://new.mink-midwest.org/for-physicians> to help you successfully transition from training into your life and career.

Visit Our

CLICK

MINK
 Member Directory
 to find in-house recruiters
 near your practice areas
 of interest.



Look for **MINK** at the Career MD
 Kansas City Career Fair
 December 11, 2014 5 P.M. to 8 P.M.

Sheraton Kansas City Hotel
 Crown Center
 2345 McGee Street

See MidwestMD.org for Updates!