

A Snapshot of:

Rural Medicine Week 2015



The information in this guide is accurate at the time of printing and is subject to change. Current information can be found on the ROMP website. If there is a discrepancy between the information provided in this book and the information published on the ROMP website, the website prevails. Before making decisions about rotations, either the website or ROMP staff should be consulted.



Rural Ontario Medical Program

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What is ROMP Week?

ROMP Week is a one week elective experience offered to preclerkship medical students during their summer break. The goal of ROMP Week is to offer medical students "hands-on" clinical experiences by exposing them to medical practices outside the academic centre and to highlight the unique lifestyle offered by the community in which they are staying. The week is coordinated by the Rural Ontario Medical Program (ROMP), who enlists volunteer communities to host between two and ten medical students during one of the designated weeks. The clinical experiences offered during ROMP Week range from talks given by health professionals, clinics to gain experience with skills such as casting and suturing, and half or full day rotations with different physicians in the community. By organizing events that encourage the medical students to socialize with the physicians and health care providers, the learners are able to gain an understanding of practicing medicine in a smaller community.





Why Host a Rural Medicine Week?

ROMP Week is a great way to attract medical trainees to your community. Learners who participate in ROMP Week show a higher interest in returning to the community for rotations throughout their medical education. Community based rotations serve two purposes: they enhance the realm of exposure that learners will receive during a rotation; and they give learners a chance to explore a geographic region that interests them. Offering learners their first clinical experience in the community invests towards higher recruitment rates in rural, regional and underserviced communities! It is ROMP's hope that creating "home-grown" physicians will help communities ease the burden caused by the nation-wide physician shortage.





Rural Ontario Medical Programs Role

The Rural Ontario Medical Program (ROMP) facilitates ROMP Week across south-central Ontario by providing support to communities throughout the planning process. During the academic year, ROMP visits all six Ontario medical schools to market both summer electives and ROMP Week. ROMP also attends many of the same events as first and second year medical students to inform them about their summer opportunities. ROMP works with the medical school Undergraduate Departments to confirm the dates and the number of potential students for each ROMP Week. ROMP will contact communities to gauge their interest and will provide the dates available for ROMP Week, so that the community can choose which dates will best suit their schedules. The communities then tell ROMP how many students they can accommodate. Students are required to submit an application, a Letter of Intent and a Letter of Good Standing to ROMP as part of the application process for ROMP Week. ROMP credentials the learners and submits all documents to the community to obtain hospital privileges. ROMP provides each learner with an evaluation to complete at the end of the week. The evaluation responses are analyzed and shared with each community to help with the planning process for the following year. To help alleviate the financial aspect of ROMP Week, ROMP has a funding structure through which communities can claim partial funds for their expenses. At the end of the week the community must submit a package and, using a formula based on the number of medical students hosted and the expenses incurred, ROMP will provide monetary support. Please reference the Budget Section of this handbook for the Sample Submission Package. ROMP will make an effort to visit each community and participate in one of the week's events, either a group



learning session or social event. Visiting each community's ROMP Week helps ROMP market the week for future medical students. ROMP will assist communities in any way during the planning, execution and follow up process of ROMP Week. Please ask us anything!

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Determine your Rural Medicine Week Style

The first step to planning your ROMP Week is to determine the style of ROMP Week that your community is prepared to offer. Poll your community early to gage the level of interest from the health professionals that you will be asking to precept, as well as hospital staff and community members, who might be involved in the planning process. If you are met with great enthusiasm from physicians, health professionals, community members and business owners, then planning a full scale ROMP Week may suit your community. If you are having a hard time finding people who are interested, perhaps planning a smaller scale ROMP Week would be more appropriate. Preceptor involvement will help to determine which of these styles is best for your community.

Full Scale ROMP Week

A full scale ROMP Week is the model by which ROMP Week has been operating for the past several years. Communities typically take between two and ten medical students and pack the week with varied clinical experiences and social outings.

A full Scale ROMP Week involves more varied specialty clinical experiences for the learners. Learners spend time with family physicians, specialist physicians and other health care providers. Executing a Full Scale ROMP Week, in terms of clinical placements, means that you will need more physicians and health care providers who are willing to participate. Scheduling the students with many preceptors allows the preceptors to dedicate a smaller portion of their time to the week.



Determine your Rural Medicine Week Style

Clinical Skills Workshops are a great opportunity to engage all of the medical students, while giving the preceptors a break from teaching. These sessions can be taught by retired physicians, residents training in the community or other health care professionals.

Small Scale ROMP Week

A Small Scale ROMP Week is appropriate for communities who have support from a smaller pool of physicians, health care providers and planning committee members. During the Small Scale ROMP Week, there are less social events and the clinical experiences are not as varied. Because the social events tend to be more reserved, the cost associated with this style of ROMP Week is often less. When planning the clinical aspects of a Small Scale ROMP Week, it is important to remember that although the clinical experiences are less varied, each preceptor spends more time with each learner. Clinical Skills Workshops with the medical students are still a great way to reinforce clinical skills and can operate in the same manner as they would for a Full Scale ROMP Week.





Rural Medicine Week Goals and Expectations

During the initial planning sessions, it is essential that the community determines the goals and expectations of their ROMP Week. The goals and expectations should be examined from the perspective of both the community and the visiting students

Goals for the community might include:

- Expose specific benefits or attractions of the community
- Promote the professional opportunities for physicians
- Increase the awareness of the presence of medical trainees within the community

Goals for the medical student typically include:

- Gain knowledge in a variety of medical situations through "hands-on" learning
- Gain exposure to rural medicine
- experience the lifestyle of rural physicians

ROMP can provide feedback to communities based on evaluations from previous years to show the trends surrounding medical students' expectations.

Below is a list of expectations from previous medical student participants.

- To appreciate the rewards and challenges of practicing medicine outside of a tertiary centre.
- To understand the medical and social needs of a non-urban population.
- To appreciate the benefits of living in a smaller community.
- To apply the knowledge and skills obtained in medical school to a clinical setting.



Establishing a RMW Planning Committee

Although creating a planning committee for ROMP Week is not necessary for all communities, some may find it beneficial because it distributes the responsibilities among many individuals. The committee can be composed of members from the local medical and hospital community, city or municipality officials and local citizens. The idea to initiate a ROMP Week will often begin with a member of one of these groups. Interest can be generated within the community, especially when ROMP Week is marketed as an opportunity to showcase the community and as an important and long-term physician recruitment strategy.

Some communities use their existing Physician Recruitment and Retention (R&R Committee as their ROMP Week planning committee, while others form a separate committee that includes members from the R&R committee as well as community members who are interested in helping. The structure and operation of the committee will depend on the existing structure of your community and the volunteers who would like to help plan the event.





Community Participants

ROMP Week learners can be scheduled with the variety of health professionals who contribute to your local healthcare system. Time can be spent with:

- Pharmacist
- Respiratory Therapist
- Nurse Practitioner
- Radiology Technician
- Dietician
- Grief Councilor
- Physiotherapist
- Laboratory Technician
- Public Health Nurse

All health professionals have a positive impact on expanding medical students' understanding of healthcare and can enforce skills learned throughout medical school. It is also important for medical students to understand the many important people involved in rural healthcare. Local community members are a valuable asset, especially when the time comes to rally support for accommodations, transportation and social events as well as generate financial support from local businesses. Invite local business owners and members from a Business Improvement Association or Chamber of Commerce to participate in planning ROMP Week. The following two pages outline sample letters that can be prepared and distributed to request participation in different aspects of the week.



Sample Letter-Health Care Professionals

Dear TITLE LAST NAME,

We are pleased to announce that COMMUNITY will be hosting ROMP Week for # MEDICAL STUDENTS from MEDICAL SCHOOL(S) this summer. This event, held Date – Date, gives us the opportunity to showcase our wonderful community and hospital to these future physicians. ROMP Week has proven to be a successful recruiting tool for other communities and we hope to have similar success.

While the medical students are in our community, we plan to provide them with a broad range of clinical experiences. This will be the first time that most of the students have participated in clinical settings and we want to be able to provide them with as many opportunities as possible.

We will need your help to make this week a success! If your CLINIC/DEPARTMENT/OFFICE would like to participate, please let me know. We are looking for experiences in Family Medicine (then list other specialties based on who you are contacting). If you would prefer to lead a short seminar or "how to" clinic, such as casting, suturing, etc. we can arrange this into the week as well.

If you have any other ideas that would benefit first or second year medical students, please send me your comments. In addition to any clinical time you can spare during this week, if you would like to be involved in the planning process, we would be eager to have additional committee members.

Best Regards, YOUR NAME CONTACT INFORMATION



Sample Letter-Community Participation

Dear TITLE LAST NAME,

We are pleased to announce that COMMUNITY will be hosting ROMP Week for # MEDICAL STUDENTS from MEDICAL SCHOOL(S) this summer. This event, held Date – Date, gives us the opportunity to showcase our wonderful community and hospital to these future physicians. ROMP Week has proven to be a successful recruiting tool for other communities and we hope to have similar success.

While the medical students are here, we want to show them how great it is to work and live in COMMUNITY. We will be organizing social events throughout the week to promote the region and our community as a whole. Upon their arrival, the medical students will receive a gift basket filled with local items and gift certificates.

The ROMP Week Planning Committee is inviting local businesses to show their support for the medical community during ROMP Week. We are asking you to consider a donation either to the gift basket, or by sponsoring a meal or a social event. Changing the message on your sandwich board or changeable letter sign to reflect a welcome message to the medical students is a fun way to show support.

On behalf of the ROMP Week Planning Committee (and any other people that may need to be included) I would like to thank you for your consideration. A member of the ROMP Week Planning Committee will contact you soon to further discuss options of support. In the meantime, feel free to contact me with any questions.

Best Regards,
YOUR NAME
CONTACT INFORMATION



Schedule Planning

Perhaps the most vital ROMP Week planning strategy is to prepare a rough schedule well in advance of the week. Participating students will want "hands-on" experience, so they should participate in a clinical setting at some point each day. The focus of the clinical sessions should be one-on-one with a preceptor, with some Clinical Skills Workshops to enhance specific skills (casting, suturing, etc).

Some physicians will be eager to teach, but will have limited availability. Scheduling short sessions with other health professionals spreads the clinical experiences among multiple people, which not only enriches the students' experiences, but also reduces the commitment of individual practitioners. As soon as the ROMP Week match has been made, you will be copied on the acceptance email that ROMP sends to the student. At this point, it is helpful to ask the students about their clinical interests and provide them with any information that you have about the week; these students are very eager to start! On the following page is a sample email, provided courtesy of Midland/ Penetanguishene, sent to learners that you may find helpful.





Sample E-mail to Learner from Community

Hello everyone,

CONTACT INFORMATION

Our committee is busy lining up preceptors for your ROMP Week experience in COMMUNITY from DATE to DATE. Can you briefly reply to this email and let us know what areas of interest you may have besides family medicine so we can customize your clinical time as best we can. Please understand that we will do our best to accommodate your wishes, but as you can appreciate, we are at the mercy of physician and clinic schedules.

Please mark an X next to your top three interests:
Emergency Medicine
Hospitalist Medicine
ECT (Electroconvulsive therapy)
Psychiatry
Surgery
Anesthesia
Francophone/Aboriginal Health
Obstetrics
Complex Continuing Care/Palliative Care
Ophthalmology
As well, can you provide answers to the following questions?
1) For billeting in family homes, which fellow medical student would you like to share accommodations?
2) For travel purposes, will you have access to a vehicle and who will
you be carpooling with?
B) Do you have any dietary issues we should be aware of?
Thank you for responding to this email. We look forward to
naving you join us for ROMP Week at COMMUNITY/HOSPITAL NAME
Best regards,
YOUR NAME



Students participating in ROMP Week not only want to observe the physicians in your hospital, but also get a glimpse of their lifestyle within the community. In order to familiarize the students with the community, organize outings that introduce them to local attractions, nightlife and any other venues that would be interesting to their age group. Before you begin to plan, consider the types of events that are attractive to young, future professionals. Allowing the students to interact with physicians and other healthcare professionals in a social setting is an excellent opportunity for the students to learn how medicine and personal lives are intertwined and balanced in your community. This also provides the medical students with the opportunity to ask questions in an informal setting. It is important to remember that everyone needs down time during ROMP Week. As much as the students want clinical and social experiences, they will also need some time to relax. Make sure you allow for at least one evening of free time so that the learners can unwind.





Ideas and Suggestions for your Schedule

Physician Shadowing Ideas

- Family Medicine
- Shifts in: Emergency

Medicine, Paediatrics,

Obstetrics,

Surgery, Palliative Care, Psychiatry, Urology, etc.

- Hospital Rounds
- Nursing Home visits
- Time spent with other Health Professions: i.e.

Pharmacists, Nurse Practitioners, Dieticians, Physiotherapists, Public Health Nurses, Grief Councillors,

Physician Assistants, etc.

Possible Social Activities

- Biking/Hiking
- Canoe Trip/Boat Tour/ Rowing
- Dinner
- Farm Tour
- Golfing
- Local sight seeing
- Rock Climbing
- Wine Tour
- Zip-Line
- * These activities should be designed to highlight the unique attributes of your community.

Workshop Ideas

- Casting
- Diabetes Education
- Intubation
- IV Initiation
- Lumps and Bumps
- OR Observation
- Phlebotomy
- Physiotherapy
- Scrubbing In
- Stress Testing
- Suturing
- X-Ray Interpretation
- Tour & Presentation showcasing local FHT
- Ultrasound
- ECG Interpretation
- Foot Clinics
- Hospice / Pallitive Care Facility Tour



Sample Schedule - Full Scale

*This sample schedule depicts a week planned for three medical students and is only meant as a guide. Communities can tweak this schedule based on the number of learners and physicians involved.

Day One				
Time	Learner A	Learner B	Learner C	
12:00	Arrive in Communit	Arrive in Community - Orientation		
13:00 - 14:30	200 - 14:30 Phlebotomy Workshop			
14:30 - 17:30	7:30 Students Settle into Accommodations			
17:30 - 18:30 Welcome Pizza Dinner & Volleyball Party				
18:30 - 19:00 Walk Along Waterfront				

Day Two			
Time	Learner A	Learner B	Learner C
9:00 - 13:00	FM	ER	OBS/GYN
13:30 - 14:30	Suturing Workshop		
15:00 - 17:30	Gondola Ride and Hike		
18:00	Dinner with Physician R&R Committee		

Day Three			
Time	Learner A	Learner B	Learner C
9:00 - 13:00	ER	OBS/GYN	FM
14:00 - 17:00	Spa Afternoon		

Day Four			
Time	Learner A	Learner B	Learner C
9:00 - 13:00	OBS/GYN	FM	ER
13:30 - 14:30	13:30 - 14:30 Intubation Workshop		
15:00 - 17:30 Brewery Tour			
18:00 Dinner with Preceptors			

Day Five			
Time	Learner A	Learner B	Learner C
9:00 - 13:00	Dietician	Pharmacist	Palliative
13:30 - 15:00	13:30 - 15:00 Boat Tour		
15:30 Learners Depart for Home			



Sample Schedule - Full Scale

*This sample schedule depicts a week planned for two medical students and is only meant as a guide. Communities can tweak this schedule based on the number of learners and physicians involved.

Day One			
Time	Learner A	Learner B	
12:00	Arrive in Communi	Arrive in Community - Orientation	
13:00 - 14:30	FM Clinic # 1 FM Clinic # 2		
14:30 - 17:30	Students Settle into Accommodations		
17:30 - 18:30	Welcome BBQ at Preceptors Home		

Day Two		
Time	Learner A	Learner B
9:00 - 16:00	FM Clinic # 1	FM Clinic # 2

Day Three			
Time	Learner A	Learner B	
9:00 - 12:00	FM Clinic # 1	FM Clinic # 2	
13:00 - 14:00	Diabetes Management Presentation via Video conference/ Romp Resources		

Day Four			
Time	Learner A	Learner B	
9:00 - 13:00	ER Shift	FM Clinic #2	
13:30 - 14:30	Dinner out with Physician R&R Committee		

Day Five			
Time	Learner A	Learner B	
9:00 - 13:00	FM Clinic # 1	ER Shift	
13:30 - 14:30	Farewell Lunch at Hospital Cafeteria		
14:30	Learners Depart for Home		

^{*} Please note that Family Medicine clinics can be taught by Nurse Practitioners, Physician Assistants, Social Workers, Dieticians, etc.



Knowledge of Pre-Clerkship Medical Students

Most pre-clerkship medical students have not had much, if any, clinical experience. The first two years of medical school are lecture based learning; ROMP Week is often the first opportunity that learners have to apply their knowledge to the field. When planning ROMP Week and organizing time with the physicians, it is important for everyone to be aware of the skill set of medical students.

Their knowledge base includes:

- Some basic anatomy and physiology
- Some knowledge of infection and host response, cardiovascular and respiratory systems
- Minimal knowledge of other body systems
- Some knowledge of physical examination of the cardiovascular and respiratory systems
- Limited experience in the clinical setting and interacting with patients.
- Students might not have scrubbed in before



ROMP'S Education Policy for Medical Students

Taken From Rural Ontario Medical Program Policy Manual

2.1 Medical Students

PREAMBLE

Medical students are not acting as employees of the hospital and are not employees of the physicians and surgeons, but are university affiliates who are receiving medical training leading to becoming licensed physicians.

POLICY

- 1.1 Medical students may be granted a clinical placement under the preceptorship of an active medical staff member recognized by the Rural Ontario Medical Program
- 1.2 Medical Students are not licensed physicians and shall not be addressed as "Doctor".
- 1.3 Medical Students shall receive supervision by their preceptor or delegate to ensure that their education is of high quality and to assure the best interest of patients.
- 1.4 Medical students must not be permitted to function as clerks.



Budget

The Rural Ontario Medical Program (ROMP) offers funding to communities that participate in ROMP Week as a token of appreciation. Communities will carry the full cost initially but will be reimbursed, up to the allowed maximums. At the completion of ROMP Week, communities must submit a ROMP Week Reimbursement Package (example to follow). Once ROMP has received the package, communities can expect their reimbursement, by cheque, within approximately six weeks. The amount of funding available to a community is based on their receipts. The allowed maximums for claiming funds are determined by the number of learners that are hosted. Below is the typical funding structure, using the dollar amounts from previous years:

- Communities that host 2-5 learners qualify for a maximum of \$2,000, based receipts.
- Another \$200 is available per additional learner accepted. Therefore, additional maximums are:
 - 6 learners = \$2,200, based on receipts
 - 7 learners = \$2,400, based on receipts
 - 8 learners = \$2,600, based on receipts
 - 9 learners = \$2,800, based on receipts
- Communities hosting 10 students can claim up to a maximum of \$4,000, based on receipts.
- * The value of the funding dollars may vary from year to year, as Ministry funding fluctuates within the Rural Ontario Medical Program. The ROMP Week Reimbursement Package must include:
- Cover letter
- Schedule for the week
- Summary of expenses
- Original receipts (please let us know if you require the receipts returned, and to whom)
- Newspaper/media articles issued during or before ROMP Week
- Other items issued during this week



Eligible expenses include:

- Learner accommodations
- Preceptor support
- Meals (excluding alcohol)
- Welcome kits/orientation packages
- Speaker/preceptor thank you gifts
- Ticket costs or entrance fees for attractions (ie. boat tours, helicopter rides, horseback rides)
- Equipment rental for activities (ie. bikes, canoes, kayaks)
- Costs associated with transporting learners to events/activities
- Administrative costs (including staff time)
- * Please note ROMP is unable to reimburse expenses such as alcohol.

Although there may be generous sources of funding through ROMP and local service clubs or individuals, there are a number of ways to help keep initial costs low. Billeting students with local physicians will help reduce both accommodation and meal costs. Ask for donations from local businesses, the hospital and the Chamber of Commerce. Donations can include items for a gift basket or money to support activities. Items in the gift basket can be promotional items such as t-shirts, lunch bags, pens and small items bearing the community or hospital logo. Brochures and pamphlets about the region should also be included along with, most importantly, a community map. Gift certificates to local businesses encourage the students to explore the region, or can be used to reduce meal and entertainment costs.



Sample Reimbursement Package

Cover Letter:

Letterhead Heading

DATE: Date of Submission

FAX TO: Undergraduate Program Coordinator - ROMP FROM: Name of Planning Committee Liaison / Chair

RE: ROMP Week Expenses for YEAR

Dear Undergraduate Program Coordinator Name,

COMMUNITY/HOSPITAL was very pleased to host # learners from UNIVERSITY during the week of DATE – DATE. It was a great opportunity for all!

Following this cover letter, please find:

- 1. A copy of our schedule for the week
- 2. A summary of expenses incurred
- 3. Receipts for each of the expenses noted
- 4. A copy of an article from the local newspaper.

By e-mail, I will be sending you some photos and a copy of the Thank You Notice that was placed in the Hospital's newsletter. Please let me know if there are any further details that you require. We look forward to receiving any financial assistance that you can provide.

SIGNATURE OF SENDER Total Number of Pages:

Letterhead Footer
With contact information



Monday			
4:00pm	Arrive in community and settle into accommodations		
5:00pm	Tour of Hospital		
6:00pm	Dinner at restaurant with preceptors		
Tuesday			
8:00am	Day with preceptors *		
7:00pm	"Stitching Clinic"		
Wednesday			
9:00am	Morning with preceptors *		
3:00pm	one Hour sight - seeing flight		
4:30pm	One hour kayaking session		
6:00pm	"Casting" and dinner at restaurant		
Thursday			
8:00am	Day with preceptors *		
6:00pm	Dinner at Dr. XXX's Cottage		
Friday			
8:00am	Morning with preceptors *		
1:00pm	Students Depart		
* Emergency Department "shift" and O.R. Suite "shift" will be prearranged, depending on preceptor's schedules and designed so that only one student is in each department at a time. Other preceptor time is spent with respective Family Medicine Preceptors (one per student).			



List of Expenses: ROMP Week, YEAR

Expenses for COMMUNITY

GENERAL

SEIVEIV VE		
Scrub Shirts	\$ 132.76	
Thank You Gifts	\$ 49.48	
Snacks	\$ 19.58	
Car Rental and Fuel	\$ 472.07	
GO Train Reimbursement	\$ 48.00	
TOTAL	\$ 721.89	

MEALS/ENTERTAINMENT

Dinner Day 1(DATE & RESTAURANT)	\$ 209.65
Dinner Day 2 (DATE & RESTAURANT)	\$ 47.01
Dinner Day 3 (DATE & RESTAURANT)	\$ 125.34
Breakfast Day 4 (DATE. CATERED)	\$ 43.71
Dinner Day 4 (DATE & RESTAURANT)	\$ 353.60
Lunch Day 5	\$ 71.01
Flight Center	\$ 341.33
Paddle Creek Adventure	\$ 130.00
TOTAL	\$ 1,321.65
GRAND TOTAL	\$ 2043.54

AS OF DATE PREPARED

Make Cheque Payable to:

^{*} All items must be accompanied by an original receipt. Please write the date and company name on each receipt that is not clearly marked.

^{**} Please let us know if you require the original receipts returned, and to whom.



Rural Medicine Week Scrapbook

Each year, the Rural Ontario Medical Program (ROMP) creates a scrapbook featuring each of the communities that participated in ROMP Week. The scrapbook showcases each week through photos, schedules, media clippings and evaluation comments. Each community featured will be given a copy of the scrapbook to share with their hospital and planning committee. This scrapbook is also handy to use as a marketing tool for your community to potential physicians or medical students. Many communities bring their scrapbook to display during the PAIRO Health Professionals Recruitment Tour.

Photos:

Learners will be responsible for sending 5 photos to ROMP. ROMP Week Coordinators and participants should also take pictures that showcase examples health care in the community and the events of the week. All photos should be submitted to ROMP at the end of the week. No later than 60 days after the experience.

Media Articles:

Please scan or mail copies of any articles that appear in community newspapers and hospital news letters. If any coverage hits local television or radio stations, please let ROMP know and, if possible, obtain a copy.



Follow Up

After the week is over, it is important for ROMP Week Coordinators to meet and ensure that the event was viewed as a success. All participating medical students are expected to evaluate their experience at the end of the week through ROMP's online evaluation; a copy of this evaluation is sent to the community once the results are tallied and reported. Communities should create a preceptor/health professional evaluation that includes questions that speak to the organization of the week, time allocation and suitability to the practice style. This evaluation is also an excellent opportunity to gain feedback about what worked best and what could have been done differently; from this evaluation you can also determine the level of interest for future years. It is important that thank you letters or gifts are sent out to individuals and businesses that helped implement ROMP Week. This small gesture is an effective way to show your appreciation for their time and efforts and will help encourage them to continue to support ROMP Week.

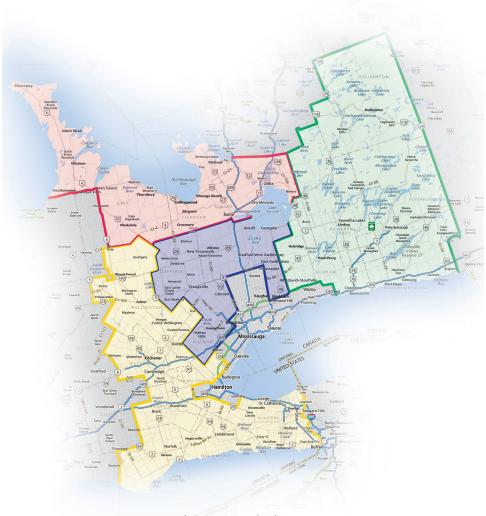




Top 10 Tips for hosting a ROMP Week

- 1. Secure your dates for the week well in advance and send a "save the date" with a quick overview of the event to your medical staff at least five months in advance.
- 2. Have a small, information orientation for students and try to get to know them as well as possible during this time.
- 3. Remember, this week is about showcasing YOUR community it's not a cookie cutter event.
- 4. Be sure you have the list of students and their requested rotations and know if they have access to vehicles during their stay.
- 5. If you want to invite sponsorships, make sure this is done at least four months in advance for a repeat event not less than six months for your first time out.
- 6. Remember that participating students won't have been to your community before have directions and a map handy showing all the places they need to go in detail.
- 7. Have your senior leadership attend events and spend time with the students. This makes a lasting impression and is probably the first (and last) hospital CEO they will meet as a medical student.
- 8. Have a staff lead for the event who is willing and able to rank this event over competing priorities during the planning phase.
- 9. Preceptors can make or break you. If your best preceptors don't sign up, invite them personally to do so and be sure they know what to expect during the week.
- 10. Make a plan, a contingency plan, a back up plan for your contingency plan and have them all ready. At some point in the week, you will need them all.





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