



10 STRATEGIES

to Take Your Residency Program
to the Next Level

Finding the right applicants for your residency program is critical for providing quality patient care, upholding your program's reputation, and even for residents' individual success. Although a larger residency pool often means stronger candidates, building a residency program that graduates want to apply to year after year is often a multifaceted task.

Below are 10 tips to help strengthen your hospital's residency program and build out a stronger, more diverse pool of program applicants.



1. INCREASE YOUR AVAILABLE FUNDING

Finding ways to create additional funding for your hospital can have benefits across your institution, including your residency program. Increased funding allows you to purchase more equipment, revamp your curriculum, and accept more residents.

Partnering with AMOpportunities to host clinical training is a great way to generate additional income that you can reincorporate into your residency program. When you host potential future residents through AMOpportunities, you can earn up to \$24,000 per annual rotation. Depending on how many students you choose to host, this can result in \$7 million in additional funding per year.

2. DIVERSIFY YOUR PIPELINE OF FUTURE RESIDENCY APPLICANTS

Hosting clinical training through a USCE platform such as AMOpportunities puts your program in front of more students from different backgrounds. AMO pairs your hospital with one or more medical schools that reflect your residency program goals. For example, if you have a bilingual, Spanish-speaking patient population, AMO can pair you with a school that recruits bilingual English/Spanish-speaking medical students. These students can spend up to a year at your hospital, where they become familiar with the environment and can be evaluated effectively. This exposure helps grow your residency program's applicant pipeline, as students are more likely to apply to a residency program if they previously rotated at that clinical site.

3. PROVIDE PHYSICIANS WITH NEW EXPANDED TEACHING EXPERIENCES

Diversifying teaching experiences can strengthen the instructor's intellectual muscle and allow supervising physicians to bring a broader experience to their mentorship of residents. This diversified faculty training can also contribute to [creative curriculum changes](#).

Partnering with AMOpportunities gives your supervising physicians the opportunity to teach a broad range of students, graduates, and trainees in a variety of formats. As your faculty will get regular practice and feedback on their teaching style, your program will have all the faculty needed when the time comes to apply for an increase in your program's number of residents.

4. ESTABLISH A TEAM ENVIRONMENT

A team environment is critical to any workplace, but it is especially critical for learning. Close collaboration among residents, students, and supervising physicians creates an environment where learning is happening laterally and from different perspectives. Without a steady stream of medical students for your care teams, attendings and residents miss out on the full team dynamic commonly applied at top educational institutions, and further miss out on the [patient care benefits](#) associated with medical students being a regular member of the care team.

5. UNDERSTAND YOUR PROGRAM'S BENEFITS AND BUILD THEM INTO THE CURRICULUM

Different programs naturally have different advantages. Although students are often drawn to residency programs in big cities or the reputation of programs at large university hospitals, small, community-based residency programs have a coveted benefit among young residents, in that community-based residents are often given more responsibility for patient care early on. This offers residents a more robust hands-on experience and accelerates their learning curve.

Community programs also offer a more realistic reflection of the environment residents will work in after completing their residencies. Building these benefits into your program's curriculum will likely create more applications, subsequent bookings, and sets up realistic expectations of residency for students.

6. TAKE INVENTORY OF CURRENT RESIDENT AND STAFF MORALE

Be sure to regularly check in on your residents and staff. Morale is [often cited](#) by interviewing applicants as a strong factor in their ranking decisions. Taking care of your current team will not only boost their morale and motivation, but it will have a ripple effect on interviewing applicants. This can rank your program higher and appear on more lists.





7. ADD IMGs TO YOUR RESIDENT COHORTS

IMGs are often left unmatched at rates disproportionate to their non-IMG peers. Partnering with AMOpportunities to host IMGs for their clinical rotations can help demonstrate the value IMGs have to the hospital environment and improve their chances of matching. In addition, exposing your hospital to more qualified IMG potential applicants can result in more IMGs applying to your residency program. As these applicants can be more qualified than their U.S. peers at similar class ranks, you can increase your average quality of applicant, which has benefits for your patients, your program, and the future of healthcare.

8. SUPPLEMENT YOUR CURRICULUM BY INCORPORATING INTANGIBLES

There is no argument that a strong curriculum is a critical component of a strong residency program. However, curricula can be replicated and can look similar from program to program. This makes the intangibles—what students learn before, alongside, and after curriculum learning—a critical component of a strong residency program.

These intangibles may look different from specialty to specialty; day to day; or even resident to resident. However, they should go beyond facts and procedures and make use of **residents' intellectual abilities** such as critical thinking and problem-solving skills.

9. INVOLVE YOUR RESIDENTS IN COMMUNITY SERVICE PROGRAMS

Because many residents come from outside of the community your hospital serves, engaging residents in community activities your hospital may already be involved in helps connect residents to the populations they serve. This can have positive outcomes for physician-patient interactions and improve the quality of patient care overall.

10. INNOVATE YOUR MARKETING STRATEGY

One of the easiest ways to create an innovative marketing strategy for your residency program is hosting clinical rotations through a clinical training provider like AMOpportunities. We do the work of marketing your program for you through our application database, social media, and more. You'll get high-quality photos, copy, and content for your hospital and program in front of thousands of potential residents and physicians.

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