LEADERSHIP TOOLKIT
created to provide content used to announce and promote how AAPPR is redefining recruitment to retention.
This toolkit has been created to provide AAPPR Board Members content that can be used to announce and promote how AAPPR is redefining recruitment to retention. As possible, we encourage the board to customize and use this content in your organization’s communications (newsletter, web site, etc.) as well as in your own professional communications (consider key copy points, identifying yourself as a member of AAPPR by using the new brand in your email signature, social media, etc.).

The key elements of the toolkit include talking points and key benefits about the changes.

In today’s world, social media plays a key role in an organization’s brand and connecting with it’s members. Use AAPPR social media channels and social posts to identify yourself as an AAPPR member and what the organization and you are doing to redefine recruitment to retention. To find the Association for Physician and Provider Recruitment social channels, search for the association name or the social handle, theAAPPR.
AAPPR’s board of directors and staff initiated a thorough, strategic process of current programs, resources, membership, marketing, partnerships, and Association’s brand and story over the past 18 months.

The purpose of this re-branding initiative is to better position the Association, and its members, as the most credible source and experienced in recruiting physicians to health care organizations and raise member visibility among core stakeholders including those inside their organizations, such as the C-Suite, and outside of their organizations, including physician and provider candidates.

This effort of redefining the Association, and in fact, the entire recruitment to retention process, comes with the benefit of a remarkable 30-year history of the Association that was created by a handful of members who envisioned the value of bringing like minds together to develop best practices in physician recruitment. Of course, the health care industry has changed dramatically during the past 30 years; it’s time the Association looked ahead on behalf of its members and their organizations and redefine recruitment to retention.

Virtually every aspect of the Association is being redefined – from membership criteria, resources, marketing to raise visibility, programs – and of course, the Association’s brand and story. To that end, the new brand for the Association is one that represents members and other influencers in the health care sector, both individuals and the collective body, who are working toward moving their profession forward – advancing their work to become recognized as the leading voice on behalf of physicians and providers and the communities they represent.

AAPPR is the right name: it includes a reason for the work of its members – advancing the role of those directly involved in the recruitment to retention continuum or those that influence it. It is inclusive of the broader scope of responsibilities of the Association’s members, responsibilities for recruiting and retaining a wide array of physicians and providers; it is the right name because it acknowledges recruitment as a strategic process, not merely a function. The new brand is more professional in its visual and verbal identity – both important to help elevate the work of its member to key stakeholders.
BENEFITS
as an AAPPR member

EFFICIENCY
With a stronger brand and alignment, AAPPR creates greater efficiency in terms of resources and opportunities.

EFFECTIVENESS
The development of a new and unified brand will make the work of AAPPR, its members, Affiliates and Shared Interest Groups even more effective.

EXPANSION
AAPPR’s openness to welcome members who influence the recruitment to retention continuum, regardless of title, presents new opportunities for expansion.

ENGAGEMENT
AAPPR gives members more reasons to be engaged – with the Association and with their peers.

ENERGY
AAPPR’s new and unified brand identity, more open membership and new programs and resources to support every member’s professional needs creates a new energy which will lift AAPPR member visibility and credibility.
“The board started this journey years ago. For years, we heard from membership that the Association of Staff Physician Recruiters, or ASPR, represented what our members had become but not what they are becoming. There was hardly a word in the old name that continued to make sense or reflect the environment that those of us in the industry work in every day.”

Frank Gallagher, Board President

“The new brand identity is just one aspect of creating a more dynamic and relevant brand to support our members and the work that they do. Beyond the name and logo, members have access to new services, resources and stronger partnerships that will help them in their positions, and help them have more visibility with every level of their organizations – including the C-Suite.”

Lynne Peterson, Board President-Elect