Edward L. Langston, MD, is a family physician in private practice in Lafayette, IN. He has been a member of the American Medical Association (AMA) Board of Trustees (BOT) since June 2003. He served as chair of the AMA-BOT for 2007-2008, as well as serving on the AMA House of Delegates since 1987...he was an alternate delegate and then a delegate from Indiana. Most recently, he served as alternate delegate and delegate of the American Academy of Family Physicians (AAFP). Also within the AMA, he has been a member and chair of the Specialty and Service Society, and a member of the Council on Medical Education (1997-2003).

Dr. Langston was chair of the Commission on Legislation and a member of the Board of Trustees of the Indiana State Medical Association before moving to the Texas Medical Center in Houston as family practice program director and associate professor (1993-1996). In 1996, Dr. Langston was appointed Vice President of Medical Affairs and Medical Education for the Trinity Regional Health System in Rock Island, IL.

Dr. Langston will speak to the history, creation, design and evolution of “the Medical Home.”

A perspective of a Patient Centered-Physician Directed Medical Home as a starting point in this collaborative and integrated system of patient care embracing a multitude of health care professions and skills will be utilized.

The discourse will embrace the impact of the Medical Home on the care delivery model, the quality of care delivered and the logistic challenges to implement and manage a Medical Home in diverse settings along with the dynamic tension within the provider pool.

This tension begs the question, “Who will provide the care and how do you find them?”

Dr. Langston will be presenting to the 2011 NAPR/NALTO Annual Convention attendees as the closing keynote speaker on Friday, April 29, 2011, at the Palmer House Hilton in Chicago, IL. Click HERE to view the full program and to register today!
Editor's Message:

See You in the Second City Where We Will Play, Enjoy, and Recruit

By Susan Masterson, TeamHealth

Maybe it’s me, but I just discovered the history of “The Second City”...
The Second City Comedy Club in Chicago opened in 1959. It launched the careers of comedians John Belushi, Mike Myers, Bill Murray, George Wendt, Tina Fey, and many more. Truth be told, I did know that. However, I wasn’t aware of how this club received its name. A.J. Liebling, a writer and editor for the New Yorker, following a tour of the town, wrote an article about the windy city titled “The Second City.” Although he found much to admire about Chicago, he was not impressed with its entertainment community and its “mental isolation” from the world’s affairs. Subsequently, when a group of comedians formed a troupe, they chose the self mocking name from the title of Liebling’s article.

This year’s NAPR & NALTO’s Annual Convention will be Second to none! On April 27-29th you will have the opportunity to be a part of one the best educational and networking programs to date. Nationally known presenters will speak on Leadership, RECRUITment training (both entry level and advanced), Marketing, Legal & Healthcare Reform issues, and much more. Additionally, you won’t want to miss Thursday evening’s event sponsored by JAMA and MMS where we will PLAY well into the night. I know you will ENJOY networking with your peers and meeting our vendors and sponsors. Please join us. REGISTER NOW as space is limited!! I hope to see you at our first-rate conference!

Upcoming Events:

2011 Spring Log-in Around the Corner

By Craig Fowler, Pinnacle Health Group

NAPR Education Committee announces the second School of Healthcare Recruitment Log-In. In response to our members’ requests for more “online” educational content, we are offering the Log-In again this Spring. The Log-In will offer “back to basics” courses on physician recruitment modeled after our “on-site” sessions that have been offered at the annual convention over the past five years. As previous attendees will attest, these courses will benefit the novice recruiter and the veteran recruiter alike. The concept behind the School of Healthcare Recruitment’s series of courses has always been to give attendees a comprehensive education covering the full lifecycle of physician recruitment.

We begin on March 10th with a session on the NAPR’s ethical expectations as a foundational course. On March 17th the second session will give attendees a practical approach to sourcing. In this talk, the speakers will discuss how a savvy recruiter should go about sourcing viable candidates. The third and fourth sessions will be on March 23rd and will be dynamic presentations where attendees will learn how to objectively screen candidates and then effectively present opportunities to them. The fifth session will be held on March 24th and will deal with overcoming the inevitable objections that arise when screening and presenting candidates. Historically this session has always received excellent feedback and is generally very interactive. On March 30th and 31st, our last two sessions, will bring together all that has been covered in the previous courses. It is a great wrap-up to an invaluable curriculum for anyone who is involved in the recruitment of physicians!

This second installment of the SOHR’s Log-In is sure to fill-up quickly. No flights and no baggage fees. Just one flat-rate for your entire office to attend. Take a look at the course descriptions, speaker bios and register today by clicking HERE. Your firm will definitely benefit from attending!

For more information about the School of Healthcare Recruitment and its Log-In courses, contact Craig Fowler.
President’s Message:

A Look Back...

By Pat Doyle-Grace, CPC-PRC, Cejka Search

Looking back over the past year of my term as NAPR president, it’s been more exciting and rewarding (and more time consuming!) than I expected. One thing has become clear: the NAPR organization has more depth of services and more skilled people working on its behalf than most of us know.

Here is an update of the NAPR Board’s (13 members now) recent activities. They took the following actions during recent meetings:

• Renewed NAPR’s contract with HEALTHeCAREERS to provide discounted pricing to NAPR members.

A Look Back...

• Public Relations Committee (with help of Zero-In Marketing) created and continue to maintain NAPR Facebook and Twitter presence.

• Added mid-level providers (PA and NP) to NAPR Services database, expanding the number of choices for member firms’ sourcing needs.

• Implemented new online Spring and Fall Educational Log-Ins for recruiter training.

• Developed and conducted new Industry Trends survey for 2010, giving updated statistics on candidate sourcing and hiring trends.

• Formed Best Practices Committee to survey and report on better ways for in-house recruiters and firm recruiters to work together.

• Changed The Pulse newsletter to electronic format.

• Revisited NAPR Code of Ethics to encourage education and discussion of current important issues such as candidate ownership (procurement) and over-solicitation of in-house recruiters by firm recruiters.

Projects in planning stages include:

• Updating and adding to the Physician Practice Guide in 2011.

• Adding new free webcast on “Discrimination” to the NAPR website (March).

• Adding new NAPR membership categories.

• Expanding EZ Splitz services and adding new free webcast tutorial to the NAPR website.

Thanks to all of you who made this year productive and fun – the NAPR Board, the membership and the great staff at NAPR Headquarters!

Most Valuable Recruiter Award

To nominate someone: person must be a member in good standing of the NAPR; the person nominating someone must be a “Friend” of the NAPR Facebook page and nominations will only accepted from the NAPR Facebook page/wall.

Qualified nominations require a nominee’s name along with a brief explanation of why the person should be awarded the coveted “2011 Most Valuable Recruiter Award.”

To nominate someone, CLICK HERE.
2011 NAPR Services Email Programs

- 2012 Residents and Fellows (generated over 700 responses in 2010)
- Board Certified Physicians in Practice
- NEW: Practicing Physicians Who Want to Hear About Job Opportunities
- NEW: Physician Assistants
- NEW: Nurse Practitioners

WELCOME NEW MEMBERS

ACTIVE MEMBERS

WeCare TLC
Kelly Nation
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VENDOR MEMBERS

AAFP Career Link
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A plan to fit every budget!
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Physician recruitment is a challenge. Let PracticeLink make it easier.
ENJOY...Chicago’s Legendary Sports Teams

Great national franchises like the Sox, Cubs, Bears, Bulls, and Blackhawks make Chicago an exciting destination for sports fans from around the world every season of the year!

The Chicago White Sox boasts winning the World Series in 2005 and, in 2008, captured the A.L. Central Division Championship. The Sox play home games at U.S. Cellular Field a few minutes south of downtown where Chicago’s newest ballpark features an exploding scoreboard, an old-time facade complete with arches, and more than 40,000 unobstructed-view seats.

Legions of fans “bleed Cubby blue” in honor of their beloved Chicago Cubs. This 2009 National League Central Division Champion team is at home at Wrigley Field, the second oldest ballpark in the majors. In the Friendly Confines, as Wrigley is affectionately known, fans revere the ivy on the center field wall (planted in 1937) and the historic events which happened there, including Babe Ruth’s “called shot.”

The Chicago Bears – winner of Super Bowl XX – grind it out at Soldier Field, an extraordinary lakefront arena.

Unparalleled basketball is played by the six time world champion Chicago Bulls. Since its first year in 1966-67, this team has continued to build on the talents of a roster of players including Jerry Sloan, Bob Love, Scottie Pippen, Michael Jordan, and many others.

The Chicago Blackhawks, the hottest team on ice, holds three Stanley Cup championships and is positioning itself to deliver exciting new memories with a strong team.

Both the Bulls and the Blackhawks play at the United Center, just west of the Loop, the largest arena in the U.S.

Visit choosechicago.com/meetinchicago to discover more unparalleled sports fun in Chicago!
ENJOY...Chicago’s Theater Scene

In Chicago’s theater scene, you’ll find everything from traveling Broadway megahits and experimental theater to famous improvisational groups that display the wit and humor of the Second City. Record-breaking musicals like Jersey Boys make a visit to Chicago unforgettable.

Historically celebrated theater companies such as The Goodman Theater, Steppenwolf Theatre Company, Shakespeare Theater, Lookingglass Theatre and The Second City are world renowned for their exciting productions. Or, if you are feeling adventurous, explore Chicago’s neighborhoods for theatre created by hundreds of other talented, engaging and risk-taking companies.

Broadway in Chicago has breathtaking, award-winning theater that bedazzles audiences practically every day of the year. The Broadway in Chicago theaters make up the exciting Chicago theater district in the heart of the Loop. The group also offers historic theater tours and behind-the-scenes looks at some of the city’s most popular productions.

The Steppenwolf Theatre Company has redefined the landscape of acting and performance by a generation of America’s most gifted artists. Steppenwolf features an internationally renowned company of thirty-five ensemble artists whose talents include acting, directing, playwriting, filmmaking, and textual adaptation.

The Goodman Theatre located off Randolph Street in the Loop, has been a part of life in Chicago for more than 80 years. Committed to producing both classic and contemporary works and giving full voice to a wide range of artists and visions, the Goodman presents the work of an extraordinary group of local, national, and international artists.

The Second City comedy is always a visitor favorite. With alumni such as Bill Murray, Mike Myers, Tina Fey, Steve Carell, and Stephen Colbert, you’re sure to laugh ‘til it hurts. And who knows, you could see the next Hollywood big shot!

The Blue Man Group is best known for its wildly popular theatrical shows and concerts which combine music, comedy and multimedia theatrics to produce a totally unique form of entertainment.

PALMER HOUSE HILTON...A HISTORY

The story of downtown Chicago’s Palmer House Hilton is one of romance and undeniable charm. He was a well-known Chicago business magnate. She, a stylish socialite and philanthropist.

An introduction by his former business partner, Marshall Field, sparked a romance that led to perhaps one of the most extravagant wedding gifts of all time — a Grand Chicago Hotel destined to take its place among the most luxurious hotels in Chicago and the world.

Tragically, just 13 days after its grand opening, the Palmer House fell victim to the Great Chicago Fire. Determined to rebuild his luxury downtown Chicago hotel, the Palmer House namesake secured a $1.7 million loan – negotiated on his signature alone. On November 8, 1873, the new Palmer House welcomed its first guests, marking the opening of what would become the nation’s oldest continually operating hotel.

Shortly after befriending Claude Monet in France, Bertha Palmer began decorating the Palmer House with artistic treasures inspired by her French heritage, eventually accumulating the largest collection of impressionist art outside of France. The Palmer House was bedecked with garnet-draped chandeliers, Louis Comfort Tiffany masterpieces, and, at its heart, a breathtaking ceiling fresco by French painter Louis Pierre Rigal, which was described by columnist George Will as "a wonderful protest of romance against the everydayness of life."

Situated just blocks from the Magnificent Mile and the downtown Chicago Theater District, the wedding gift from Potter Palmer continues to delight the wealthiest of travelers and the most demanding of hosts.

From the inescapable stirrings of the heart to a serendipitous convergence of kings, queens, artists and entertainers, the Palmer House story continues to unfold. Each day offers an opportunity to compose yet another chapter, one more bit of history, in a Chicago hotel rich with a heritage unlike any other.

Play, Enjoy, Recruit in this beautiful, historic hotel in Chicago!
Do you feel sweat on your brow, rapid heartbeat, difficulty breathing, or a feeling of panic and intense anxiety with the mere thought of Facebook? If you answered yes to any of the above symptoms then you suffer from Editiovultus Phobia, a fear of Facebook.com. But before you seek counseling, consider facing your fear head on and creating a professional Facebook account with the assistance of Zero-In Recruitment’s Facebook Tutorial. Ready? Take a deep breath, shake off the anxiety and here we go.


2. On the right side of your screen, you will see a large blue area with the heading “Sign up for Facebook” — it will look something like this. Enter your information including your birthday. Don’t worry, you can choose whether or not you want that displayed later on. Click “Sign Up.”

3. That page should have changed to look something like this. The words in the white box will be different for everyone. Enter the words you see in the box provided and click “Sign Up” again.

4. You are now asked to confirm the email address you provided. Open your email account and simply click on the link provided in the email from Facebook.

5. Congratulations, you are now officially on Facebook! A welcome message appears at the top of the page, and these next three steps are optional.

6. The screen you see now is your “home” screen, the page you will see when log on. Okay, now, click on “Edit My Profile” top left corner under your Screen name.

7. This is the page the rest of the world sees when they become your Friend. Right now, we’re going to put up a picture instead of that blue shadow. Click on “Upload a profile picture.”

8. Your picture is what people will see every time you interact with someone or something. A few examples of when your picture will appear are: when someone searches for your profile, you write on the discussion board, or you send someone a message. Given this is your professional Facebook, you may want to download your work picture from your company’s website or if you prefer, a picture of yourself that best represents who you are as a person. After you have decided on a picture that is saved on your computer, simply click “Browse,” find your ideal picture and double click it. It will upload all by itself!

9. Now you can also begin filling in the rest of your information and add yourself to the NAPR Facebook for access to the Association’s more than 100 Friends and a wide range of relevant healthcare and recruitment articles.

Again, congratulations for overcoming your Facebook phobia! Okay, I realize there are those of you, who will remain nameless, who do not want to go it alone. Well, NAPR has you covered. As a service to our members, this year at the 2011 NAPR Annual Conference in Chicago, there will be staff on hand to assist the attendees in creating their very own Professional Facebook page. Exciting, hey? To sign up for an account or get your Facebook questions answered, stop by the NAPR booth in the Cyber Café or visit our friends at Zero In Recruitment for service with a smile. Did I just hear a sigh of relief followed by a whisper of “Thank goodness”? Hey, no thanks necessary — that’s what Friends are for!
In building the best team, you want to place physicians who are productive in their current positions and are open to bigger challenges. Here, you’ll reach a unique audience of active and passive job seekers.

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Be sure to attend the NAPR’s Ethics Panel Discussion, “Don’t Get Burned!” Social Media and Procurement are the red hot topics to be discussed.

Here’s your chance to take part in an exciting exchange of information regarding two burning subjects: Social Media and Procurement: “First In:” versus “Procuring Cause.” Ask questions, and get answers... What is acceptable and unacceptable when using the new frontier of Social Media? What are some of the pitfalls to avoid? How can you use Social Media to your advantage? Learn from our panel what is happening, both good and bad, with the various social media outlets.

If you recruit, you are in the business of relationships. One of the major causes of relationship breakdowns is the issue of miscommunication. Here’s your chance to hear different sides of a few ethical issues regarding “Procuring cause versus First In.” Listen to what both firm and in-house recruiters have to say about this sensitive topic. The conflict regarding “procuring cause” versus “first in” is an all too common issue most NAPR members have faced in business. The physician recruitment industry is a fast-paced environment and emotions can run high when there are high stakes/fees involved. Find out what our panel thinks as to what really constitutes a candidate referral and procuring cause. We’ve all heard the saying, “There are three sides to every story: yours, mine, and the truth.” Are you able to let go of your side and see the other person’s viewpoint? Find out how to encourage ethical and respectful interactions between all parties in the hiring process.

The role of the NAPR Ethics Committee is to review the adherence to its Code and assure that organizations and individuals are not unfairly treated. Being part of NAPR means you act with honor and are dedicated to the highest standards in the industry. We build our association and industry up by our vigilance regarding our ethical business practices. This is a great forum to exchange ideas and help our association and industry.

For more information on any of our Convention sponsors, click on the logos below.
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Physicians across many specialties consistently rate the New England Journal of Medicine (NEJM) as an essential journal. They read it. They cite it. They trust it. And they click on it. In fact, in a recent independent blind survey, NEJM was ranked #1 as a source of job leads, both in print and online. Which is why you should advertise with NEJM, both in print and online, at NEJM CareerCenter (nejmjobs.org).

Please contact us for more information: Phone: (800) 635-6991 E-mail: nejmjobs@nejm.org Website: nejmjobs.org

The current Ethics Committee is comprised of a chairperson and nine members. The Committee members include the President of the NAPR, and represent both firms and inhouse recruiters. When a formal complaint is filed, a member of the Committee is assigned as the investigator and attempts to elicit information from both the complainant (the organization filing the complaint) and the respondent (the organization against which the complaint was filed). The facts are presented to the Committee and a recommendation is made as to the validity of the complaint. The decision of the Committee can range from deciding no violation to sanctions ranging from Caution to Expulsion.

From January 2010 through December 2010, a total of seven cases were reviewed; four firms received a reprimand; one firm received the sanction of expulsion, and two cases were dismissed as it was determined the firms had not violated the Code of Ethics.

The role of the Ethics Committee is to educate. Our members have agreed to the Code of Ethics as a condition of membership. The Association encourages calls to NAPR Headquarters (407-774-7880) or to the Chair of Ethics (561-322-3011 ext. 203) for advice and/or consultation.

The Code of Ethics may be found on the NAPR website.

CASE NUMBER ONE: This case involved Firm A alleging that Firm B made an improper referral. Firm A alleged that Firm B referred the curriculum vitae of a physician without the physicians knowledge or permission. When Firm A attempted to make a referral of the same physician to the same client, the referral was blocked. After reviewing the facts, it was determined that Firm B did in fact make a proper referral. The Ethics Committee found no violation of the Code of Ethics.

CASE NUMBER TWO: This case involved a client alleging that a firm made an improper referral to the client, and when the client attempted to point out that the referral had been properly made by another recruiting firm, the firm became extremely abusive and threatened legal action against the client. The Ethics Committee found that no recruiting firm that belongs to NAPR should conduct business in a manner which reflects so negatively on the profession and NAPR. The firm showed no understanding of the principles of a proper referral, nor any knowledge of the Code of Ethics. Instead of withdrawing their claim to the candidate when the firm found out it was not a proper referral, the firm became combative and continued to claim the referral. The firm’s abusive, unprofessional, and insulting treatment of the client was found unacceptable and incongruent with the standards and ethics of NAPR. Based upon the Ethics Committee finding, for violating the NAPR Code of Ethics, the Ethics Committee imposed the sanction of Expulsion on the firm. The firm resigned from NAPR during the course of the investigation, and the record of the sanction will be kept on file should they reapply for membership.

CASE NUMBER THREE: This case involved a firm’s new employee falsely registering on the NAPR World Job Bank as a physician. This allowed the firm to see other member firms’ job postings and receive confidential information. Since the firm was not a World Job Bank subscriber, the NAPR Security Committee turned the matter over to the Ethics Committee. The firm accepted accountability that their recruiter, who had less than a couple month’s tenure with the firm, made the posting. After reviewing the facts, the Ethics Committee believed that the firm mitigated any further damage to NAPR by accepting accountability for its employee’s behavior and taking decisive action in response to the complaint. The new employee was terminated. The Ethics Committee found the firm in violation of the Code of Ethics and imposed the sanction of Reprimand.

CASE NUMBER FOUR: This case involved Firm A alleging that Firm B made an improper referral to a mutual client. Firm A alleged that Firm B referred the curriculum vitae of a physician without the physician’s knowledge or permission. When Firm A attempted to make a referral of the same physician to the same client, the referral was blocked. After reviewing the facts, it was revealed that the physician was given some information by Firm B regarding a general position without identifying the name of the client opportunity. Firm B received a reply email from the physician indicating some interest in the position but not permission to release his Curriculum Vitae. Firm B did withdraw their referral from the client. Firm B was found in violation of the Code of Ethics and was issued the sanction of Reprimand.

CASE NUMBER FIVE: This case involved a complaint filed by a Physician who alleged that a firm released his information and Curriculum Vitae to several different practice opportunities without his permission. The physician also alleged that the firm never had any contact with him, yet released his CV to various entities without his knowledge or permission. The firm provided email communications between the physician and their recruiters regarding its recruitment efforts with the physician. However, the origin of the email account provided by the firm for the physician was in question by the physician. The email address for the physician provided by the firm was not proven by the physician not to be his account. The Ethics Committee found that the facts were not sufficient to support the complaint. The Ethics Committee further found that because of lack of evidence regarding the origin of the email account, it was not proven that the firm fabricated this account to cover up unethical practice. Likewise, it was not proven that the physician was the true owner of the email account. Therefore, due to lack of evidence NAPR had no proof that the firm acted improperly. The firm was not found in violation of the Code of Ethics. The investigation was concluded and matter deemed closed.

CASE NUMBER SIX: This case involved a Vendor Member Firm falsely registering on the World Job Bank as a physician.

This allowed the Vendor Member Firm to see member firms’ job postings and receive confidential information. Since the Vendor Member Firm was not a World Job Bank subscriber, the
NAPR Security Committee turned the matter over to the Ethics Committee. The Vendor Member Firm representative accepted accountability and apologized for registering on the NAPR site, and stated they registered on the NAPR site in order to get a better understanding of what it is and what ways, if any, the Vendor Member Firm was on it, and if there were ways to work more closely with the association which would be mutually beneficial. The committee felt the Vendor Member Firm did take accountability, and took decisive action regarding their response to the complaint. The Ethics Committee determined that the Vendor Member Firm was in violation of the Code of Ethics and issued the sanction of Reprimand on the firm.

**CASE NUMBER SEVEN:** This case involved a firm’s administrative assistant employee falsely registering on an NAPR sourcing program as a physician. This allowed the firm to see other member firms job postings and receive confidential information. The firm accepted accountability that their administrative assistant registered as a physician through an NAPR e-blast promotion. After reviewing the facts, the Ethics Committee believed that the firm mitigated any further damage to NAPR by accepting accountability for its employee’s behavior and taking decisive action in response to the complaint. The administrative assistant was retrained. The Ethics Committee found the firm in violation of the Code of Ethics and imposed the sanction of Reprimand on the firm.

In comparison to 2009, the Ethics Committee reviewed four less cases in 2010. In 2009, the Ethics Committee reviewed a total of 11 cases. Of the 11, three involved improper referrals made by firms to clients, four involved firms improper use/access to the World Job Bank, two cases involved unprofessional behavior/conduct by firms to clients, and one case had to do with a past employer/employee relationship which NAPR declined to intercede. The sanctions imposed in 2009 included one firm receiving a Caution, one firm receiving a Reprimand, seven firms being placed on probation, and two firms were found not to be in violation of the Code of Ethics/cases dismissed.

In the past, the NAPR has been asked to adjudicate issues both within a complainant’s organization or among individuals who have been or who are in the process of severing their legal relationships. On all occasions, NAPR has declined to intercede despite the fact that some aspects of the dispute may have potentially violated the Code of Ethics.

The following sections of the Code of Ethics are applicable:

**IV. ETHICAL RULES**

**E. Relations With Other Members, Other Recruiting Firms, Organizations Or Individuals**

27. A Member shall not use the NAPR Ethics Complaint Process to file nuisance or retaliation complaints against employers, former employers, employees or partners. NAPR will not adjudicate employer or employee or internal organization issues.

**VI. GRIEVANCE PROCEDURES**

A. Complaints:

1. Those disputes which arise from the dissolution of some formal or informal relationship will be excluded from consideration as an Ethics Complaint.

2. The Ethics Committee shall review and adjudicate only those issues or events which are deemed to be in violation of the Code of Ethics. Not included in this jurisdiction are disputes between entities involving the payment of fees wherein the involved parties require the Ethics Committee to enforce the payment of said fee(s); those which involve disputes between employers and employees unless some aspect of those Referrals, fees and disputes outside the jurisdiction of the employer/employee relationship involve a violation of the Code;

The role of the Ethics Committee is to review the adherence to its Code and assure that organizations and individuals are not unfairly treated. However, it is not the purpose of the Ethics Committee to act as judge and jury for accusations arising from legal relationships. If a Complaint is the precipitant of such a relationship, as stated above, it will not be accepted for adjudication.

All NAPR members are encouraged to review the Code of Ethics from time to time and use it as a training tool for employees. As noted in NAPR’s Vision Statement, “The NAPR Code of Ethics is based upon excellence, honesty, fairness, peer review and reasonable industry standards.”

The role of the Ethics Committee is to educate.
Prepared by the Association of American Medical Colleges (AAMC) and the American Medical Association (AMA), in Fall 2010, the invitational conference, “New Horizons in Medical Education: A Second Century of Achievement,” was held in Washington, DC. With this conference, the AMA and AAMC build on their strong history as leaders in medical education as the co-founders in 1942 of the Liaison Committee on Medical Education, which accredits all U.S. and Canadian medical schools.

Among the multitude of issues and concerns addressed by attendees included:

1. Education in the context of real-life medical practice. Health system reform and the many changes it has wrought has increased the urgency for similar changes in medical education. Students and trainees need to be ready to practice effectively on their first day of independent practice without extensive “on the job training” for the realities of the current and future context of medical practice.

2. Upholding the public trust given to the profession of medicine. Often defined as “social accountability,” this includes many dimensions: ensuring an adequate and appropriately balanced medical workforce, producing compassionate physicians with the interpersonal skills needed in today’s diverse communities, and providing evidence that all physicians have the ability to provide high-quality, up-to-date care for patients.

3. Embracing the advantages of the information age. We need to adapt our pedagogical approaches in medical education using the amazing new opportunities provided by current information management tools — while admitting that our youngest colleagues have long outdistanced the seasoned faculty in using information age tools. As we research the best ways to teach future physicians in the electronic health records environment to use these systems, however, we must not lose the “art” of medicine and the one-to-one personal relationship that is at the heart of healing.

To continue the momentum of the conference, the AMA is hosting an online community discussion. For more information or to register, contact fred.lenhoff@ama-assn.org.
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CALLING ALL VOLUNTEERS...

Do you have the gift of persuasion? Want to be a part of something that benefits thousands in the recruiting industry? Need an outlet for that “creative” something that runs in your veins? Then the NAPR Newsletter Committee is for YOU!

We are interested in those who can write and solicit articles that are relevant to the physician recruiting industry; those who are willing to work with vendors to solicit advertising space commitments; and those who are just willing to have fun with The Pulse newsletter!

If interested in serving, please contact susan_masterson@teamhealth.com TODAY!
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Advertising Opportunities: Reach our regular circulation with bonus exposure to attendees at Internal Medicine 2011.

- The March issues of ACP Internist and ACP Hospitalist will be placed in the official conference tote bags received by all registrants.
- Ads appearing in the April 5 issue of Annals of Internal Medicine and the April issues of ACP Internist and ACP Hospitalist will appear in ACP’s Conference Reprint free of charge. The Reprint is distributed to physicians on site and is available in our on-site Job Placement Center.

Sponsorship Opportunities: Sponsor the Job Placement Center for the most visibility and exposure to attending physicians actively seeking employment.

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