

AALN

LEADERSHIP MINUTE

Episode 61

NEUROLOGY DESERT: RECRUITMENT TO RURAL AREAS

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HOST

**ROHIT
DAS, MD**

Oregon Health &
Science University



SPEAKER

**SHREYAS
GANGADHARA, MD**

University of Mississippi
Medical Center

ESSENTIALS FOR RECRUITMENT

- Offer fair and competitive compensation.
- Prioritize work-life balance.
- Understand yours and candidate's needs and goals.
- Focus on fit: personal, professional, and cultural.



PROMOTE THE POSITIVES

- Lower cost of living, faster commute.
- Broader scope of practice.
- Sense of community and belonging.
- Showcase professional growth and leadership opportunities.
- Highlight what makes your organization unique (e.g., ability to build services from ground up).



PROMOTE THE POSITIVES (CONTD.)

- Promote local lifestyle and geography (e.g., outdoor activities, amenities).
- Demonstrate flexibility (e.g., medical student education, community outreach).
- Leverage your physicians for referrals and to showcase the positives.



APPEAL TO PHYSICIAN HIGHER PURPOSE AND VALUES

- Emphasize the meaningful, gratitude-filled work.
- Highlight impact on making world a better place.
- Underscore opportunities to be the only local specialist.
- Promote autonomy.



BENEFIT PACKAGE ENHANCEMENTS

- Loan repayment assistance.
- Signing bonus and relocation support.
- Housing assistance.
- Coverage of licensing fees, CME, and association dues.
- J-1 Visa waiver options:
 - Conrad 30
 - Delta Regional Authority
 - Appalachian Regional Commission
 - Southeastern Crescent Regional Commission



SUPPORT STRUCTURES

- Structured mentorship programs.
- Research opportunities.
- Defined leadership development pathways.
- Telemedicine to reduce call burden and improve balance.
- Advanced practice provider (APP) team support.
- Don't forget resources for spouses/significant others and children.



TRAIN AND RETAIN LOCAL TALENT

- Engage medical students early (e.g., via SIGN).
- Create longitudinal programs to retain medical students as residents, and residents as faculty.
- Finally, develop structured retention strategies to keep people you hire.





*We'd love to hear your thoughts.
Please click the link in the episode description to
share your feedback.*

Presented by the Association of Academic Leaders of Neurology (AALN) in collaboration with the Media Engagement Committee

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