



# **Student Recruitment Task Force**

## **Patrick A. DeHeer, DPM**

### **Trustee and Chair**

# We Face a Crisis

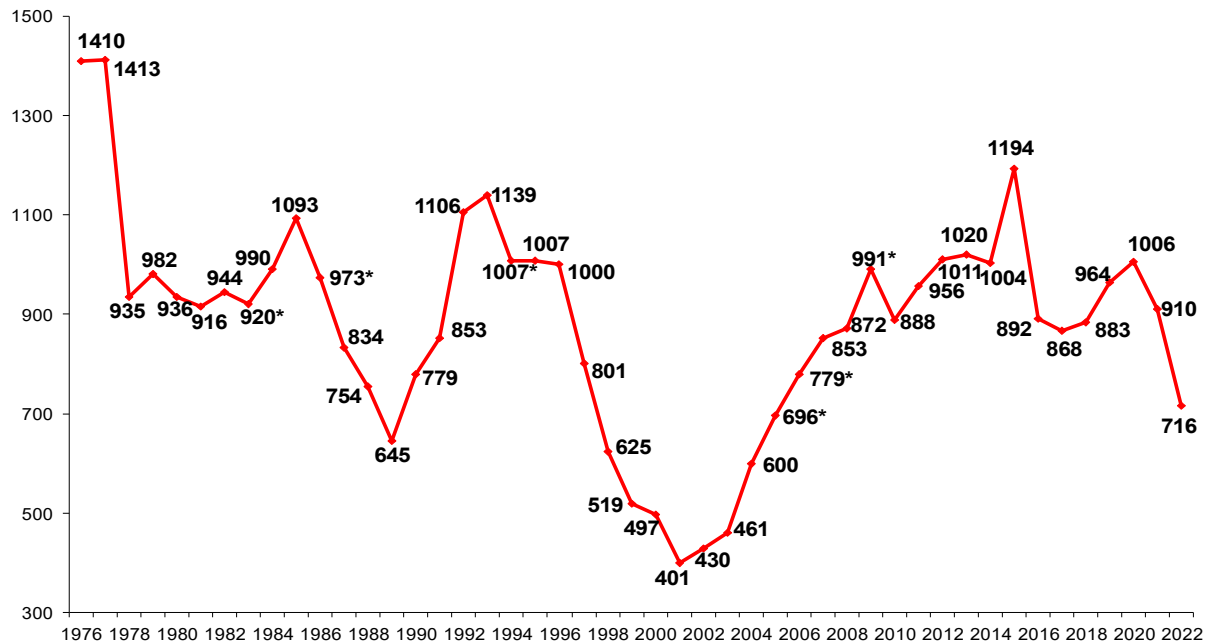
Cycle 27		<u>2019-20</u>	<u>2020-21</u>	<u>2021-22</u>	<u>2022-23</u>	(+/- from last yr)
<b>1. Total Applicants</b>		607	575	490	<b>378</b>	-23%
<b>2. Applications Received by Colleges</b>						
	AZCPM	275	286	259	<b>202</b>	-22%
	BUSPM	307	351	278	<b>218</b>	-22%
	CSPM	206	117	192	<b>139</b>	-28%
	DMU-CPMS	316	291	244	<b>193</b>	-21%
	KSUCPM	346	347	293	<b>217</b>	-26%
	LECOM-SPM	0	0	0	<b>58</b>	0%
	NYCPM	345	336	308	<b>222</b>	-28%
	SCPM	318	299	272	<b>214</b>	-21%
	TUSPM	355	331	282	<b>218</b>	-23%
	*UTRGV-SOPM	0	0	0	<b>203</b>	0%
	WUCPM	252	264	230	<b>172</b>	-25%
<i>Applications per Applicant</i>		4.48	4.56	4.81	3.62	

# Historical Raw Application Data



AMERICAN ASSOCIATION OF  
COLLEGES OF  
PODIATRIC MEDICINE

## Historical Trends of Applications Received 1976 – 2022



\* - 1983: CPMS added, 1986: BUSPM added, 1994: NYCPM left, 2005: NYCPM added, 2006: AZCPM added, 2009: WUCPM added

# Historical Ratio Data

## Median Ratio 2005 to 2022 = 1.42



AMERICAN ASSOCIATION OF  
COLLEGES OF  
PODIATRIC MEDICINE

### Historical Trends of Applicants Per Seat 2005 - 2022

<u>Year*</u>	<u>CPME Maximum**</u>	<u>Enrollment Goal***</u>	<u>Applicants</u>	<u>Applicants/ Goal Seat</u>
2005	604	548	696	1.27
2006	655	593	779	1.31
2007	615	580	853	1.47
2008	630	600	872	1.45
2009	680	661	991	1.50
2010	680	653	888	1.36
2011	680	674	956	1.42
2012	680	668	1011	1.51
2013	680	660	1020	1.55
2014	680	660	1044	1.58
2015	680	662	1194	1.80
2016	680	669	892	1.33
2017	680	673	868	1.29
2018	690	683	883	1.29
2019	690	677	964	1.42
2020	697	688	1006	1.46
2021	697	665	910	1.37
2022	697	682	716	1.05

\* 2006: AZCPM added, 2009: WUCPM added

\*\* Maximum figures reported by CPME

\*\*\*Number of new students to be enrolled in the upcoming class, not including any deferrals, advanced standing, return from leave of absence or transfer students

# Historical & Current Data Allopathic Medicine



U.S. Medical School First-Time Applicants, 2011-2021

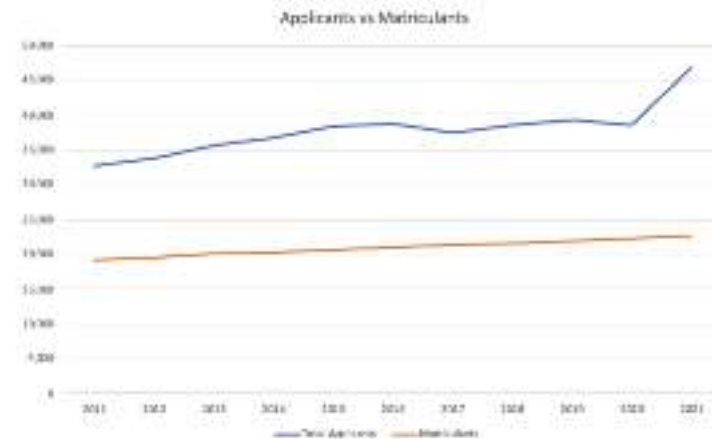
Year	Total	Percent Change from Prior Year
2011	32,587	+2.6%
2012	33,711	+3.4%
2013	35,668	+5.8%
2014	36,625	+2.7%
2015	38,396	+4.8%
2016	38,781	+1.0%
2017	37,364	-3.7%
2018	38,483	+3.0%
2019	39,237	+2.0%
2020	38,581	-1.7%
2021	46,758	+21.2%

Note: In 2016, the methodology for calculating first-time applicants was updated. Rather than defining a first-time applicant as any applicant who had not applied in the past nine years, the definition now includes any applicant who has never applied to medical school since the start of AMCAS. The years displayed in this table are updated to reflect the new methodology. Due to these changes, tables published prior to 2016 may display different first-time applicant data.

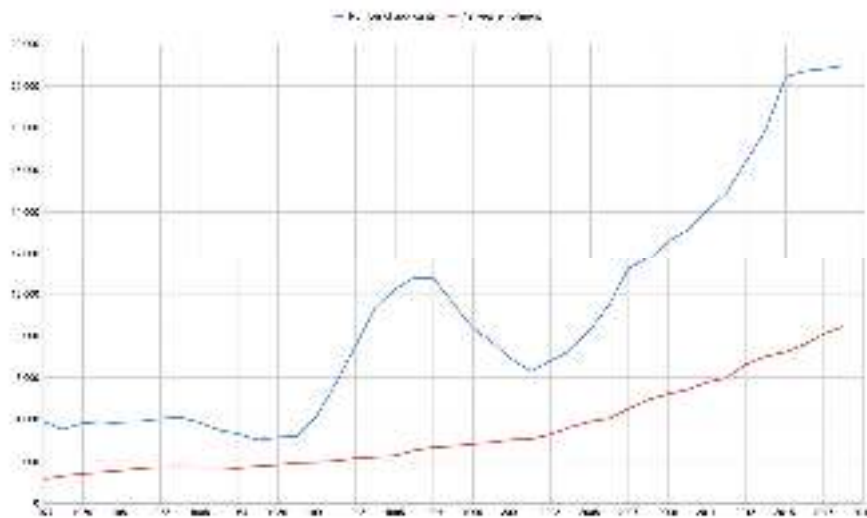
Source: AAMC Applicant Matriculant Data File as of 11/8/2021

Association of American Medical Colleges

- **2022/2023 Academic Year**
  - Acceptance rate - 43%
  - 55,188 applicants
  - 23,810 applicants accepted
  - 22,713 students matriculated
  - **Ratio - 2.42**



# Historical & Current Data Osteopathic Medicine



- **2021/2022 Academic Year**
  - Not all osteopathic schools report their data
  - Increased number of schools steadily to 38 currently
  - > 27,277 applicants
  - 8,516 students matriculated
  - **Estimated ratio – 3.20**

# The Objective

- CPME maximum first-year spots 2023 for 11 schools - 777
- Enrollment goal for 11 schools - 727 matriculants
- There is a difference between CPME maximum seats and the enrollment goal since schools must leave seats available for students returning from leaves of absence, repeating students, institutional decisions not to take maximum, etc.
- **Goal – 2,000 applications = ratio of 2.75**

# Task Force Members

- **Chair** – Patrick DeHeer, DPM
- **Trustee** – Scott Hughes, DPM
- **AACPM** – Kevin Smith, DPM
- **AACPM** – Stephanie Wu, DPM
- **ABFAS** – Michael D. Dujela, DPM
- **ABPM** – Lee Rogers, DPM
- **ACFAS** – Alan Macgill, DPM
- **ACPM** – Jarrod Shapiro, DPM
- **APMSA** – Marit Sivertson, JD
- **ASPE** – Derek Dalling
- **Industry** – Ross Taubman, DPM
- **Resident** – Blake Wallace, DPM
- **Student** – Elizabeth Cook, Scholl Class of 2025
- **Staff** – James Christina, DPM; Peggy Tresky, MA



# Social Media Response Team

- **85 participants**
- **Actively monitoring various career boards, e.g., Student Doctor Network, and responding to negative content on discussion boards**







# Existing Data



- National online survey among **1,170** respondents, including:
  - **352** Current podiatric medical students and
  - **818** Prospective in high school (n=413) and college (n=405)
- Conversations with five podiatric medical school admissions counselors
- Qualitative focus groups with current and prospective students

## New York College of Podiatric Medicine

- A survey among NYCPM students
- 88 respondents
- The basis for understanding who's coming into the school and field, how people are finding out about the school and field, and where people are finding out about the school and field.

## Arizona College of Podiatric Medicine at Midwestern University

- Survey of 170 high school and 140 college students
- Questions about what respondents thought they knew about podiatry compared to what they knew about podiatry

# Key Findings



- About 2 in 10 prospects say they are likely to consider podiatry as a career
- 74% believe podiatrists are physicians
- 48% know podiatrists perform surgery
- 45% know podiatrists work in a wide variety of settings
- Prospects' top priorities are providing relief to patients, work–life balance, and variety in their career
- Online resources (search engines) and advice from trusted sources such as parents, friends, and advisers are key to reaching prospects

## New York College of Podiatric Medicine

- 61% of the 88 students did not know about podiatry during their pre-medical undergraduate education
- 73% of students did not receive emails from podiatric medical schools after taking the MCAT
- 88% of students interacted with an undergraduate institution pre-med advisor and of that 88% about 74% said that podiatry was never suggested to them

## Arizona College of Podiatric Medicine at Midwestern University

- About half of respondents were unsure whether podiatry was a specialty focused on children
- About half of respondents were unsure whether podiatrists perform surgery

# Conclusions



- Prospects start comparatively unfamiliar with podiatry, and misconceptions are common.
- The profession must be more aggressive and deliberate in marketing podiatric medicine and surgery.
- Prospects develop their interests in specific medical careers at a young age—most before college. Educating students in high school and younger is key to developing a long-term sustainable pool of high-quality students.
- Podiatry is a good fit for prospects with an interest in high-touch medicine, a varied career, and a focus on work–life balance. Those interested in podiatry also tend to be more outgoing/less introverted than other prospects.

- **New York College of Podiatric Medicine**

"We have concluded that the main issue is not the lack of interest in the field of podiatry, but that prospective students don't know anything about the profession ... Mass marketing should be the number one priority of the field and will take a substantial amount of concerted effort from all podiatric institutions ..." – Emil Gulman & Nikolay Igdalov

- **Arizona College of Podiatric Medicine at  
Midwestern University**

"None of these students know about podiatry. Pre-med advisors and high school college advisors also don't know about it, so it's not being advertised internally in the schools either." – Ashlee Starr

# Data Analytics

“Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway.”

**Geoffrey Moore**

management consultant and author  
of Crossing the Chasm



# Data Analytics

“

Without **data**,  
you're just  
another person  
with an **opinion**.”



W. Edwards Deming  
© 2014, 2013, 2012



The goal is to turn data  
into information, and  
information into insight.

— Carly Fiorino, Former CEO of HP

[www.cobrio.com](http://www.cobrio.com)

# Targets? Who, When, Where, Why, How...

Marketing Analytics

## Data-Driven Marketing

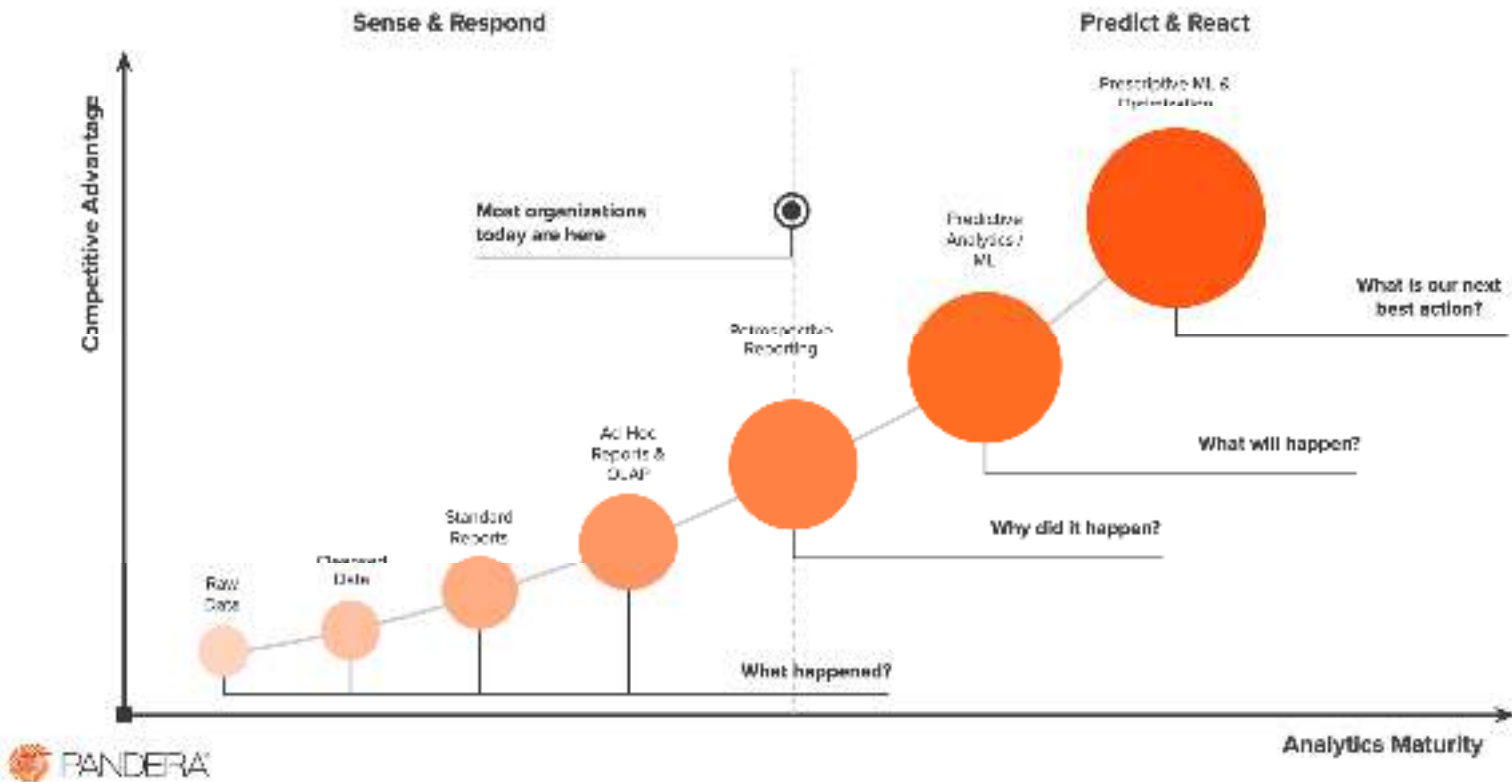
So ... what's required for data-driven marketing? In broad strokes, there are three major components, each of which is composed of multiple engines.

- Unified Marketing Data
- ▲ Intelligent Insights
- Intelligent Automation

66 degrees



# Analytics Maturity vs. Competitive Advantage



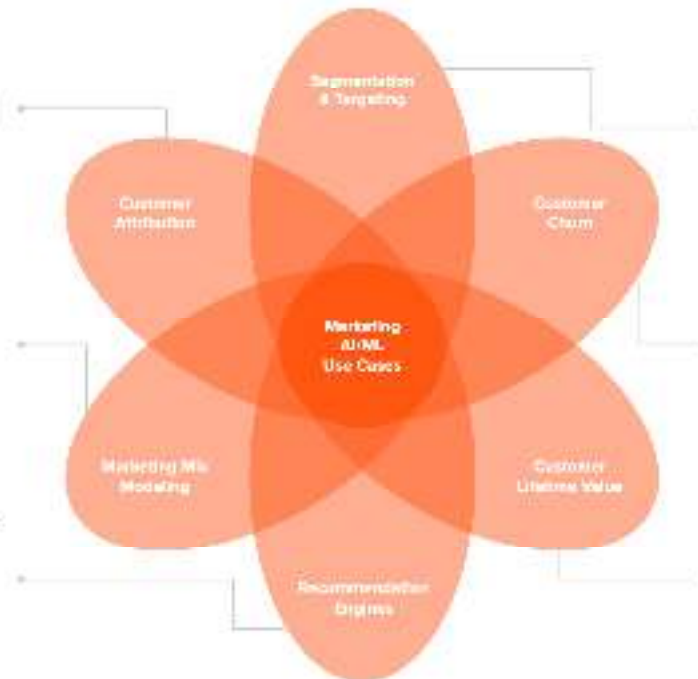
# Modernized Approach to Student Recruitment

## Marketing + AI/ML

- What is the most profitable channel?
- How do customers want to be marketed and communicated to?

- How effective are our current marketing initiatives?
- Which marketing campaigns deliver the most ROI?

- Which products will customers buy based on past behavior?
- Which opportunities exist to expand cross-category spending?

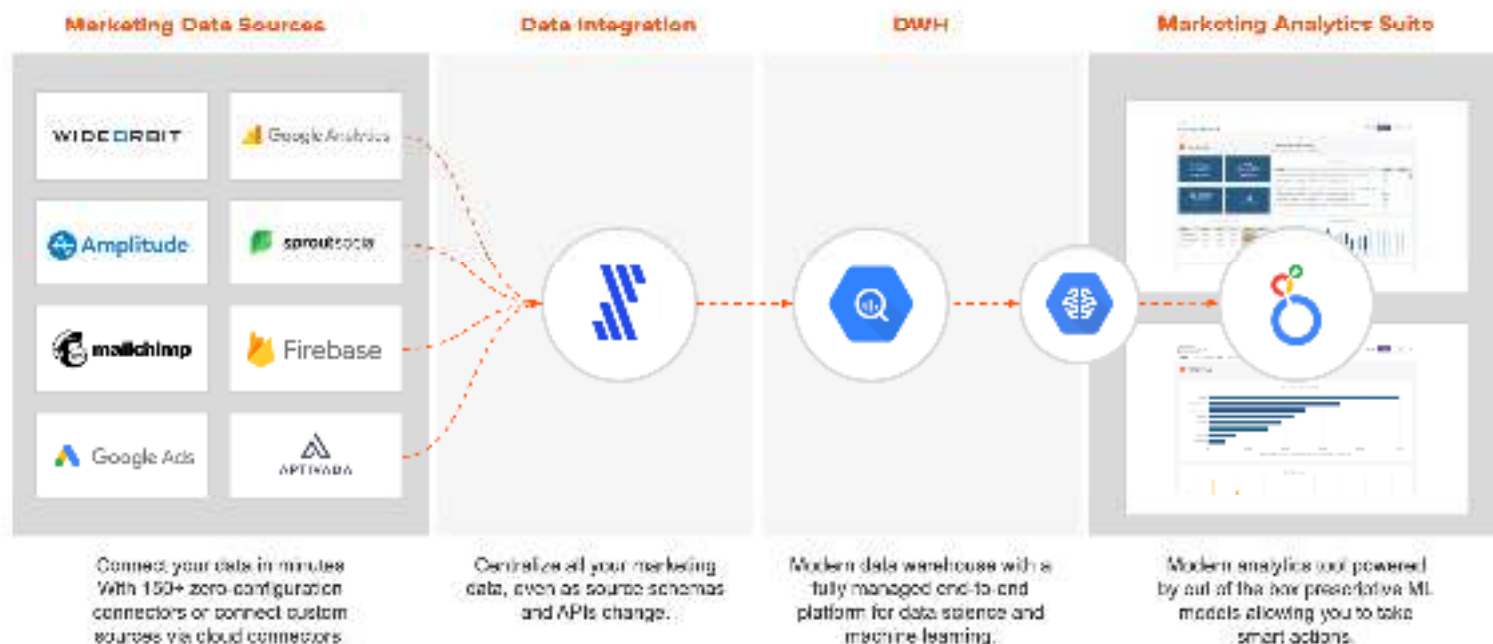


- How do specific products perform with various groups and channels?
- Which opportunities exist to expand cross-category spending?

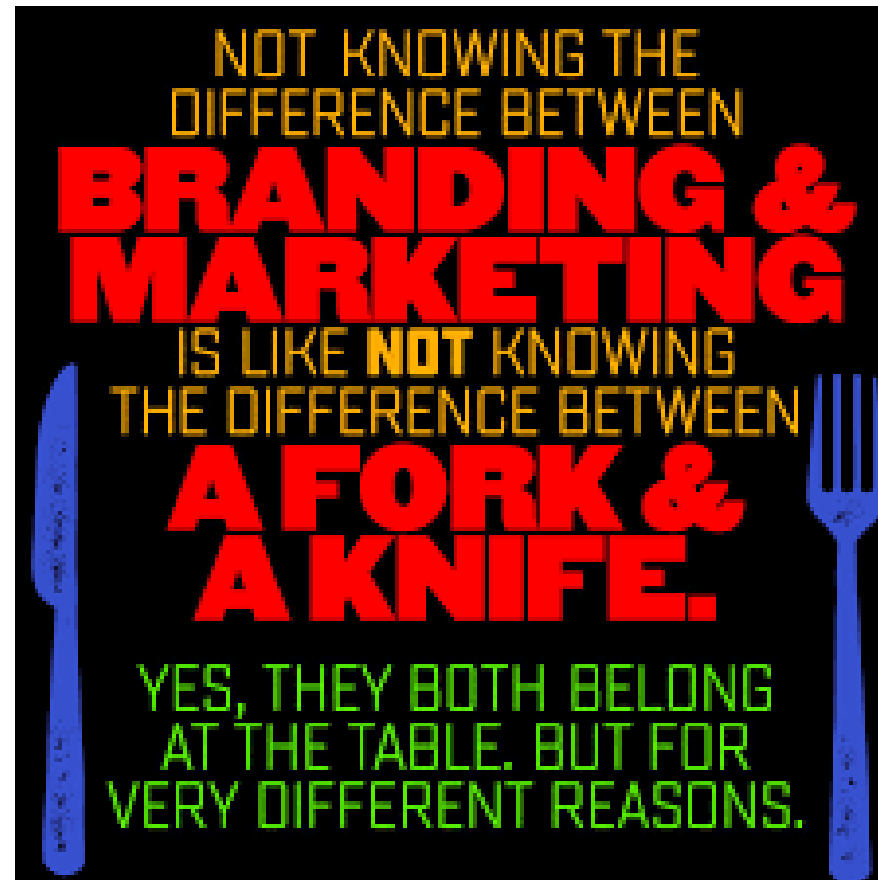
- What are signs of customer attrition?
- How can customer retention rates be increased?

- What are customers in different value groups looking to?
- What corresponds with greater purchase frequency and spend?

# Fully Integrated Solution



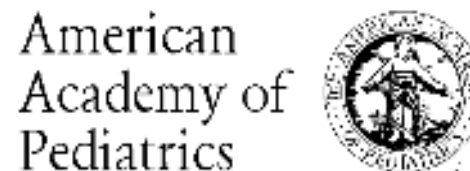
# Branding & Marketing



# Springboard Brand & Creative Strategy: Agency Overview and Sample Clients

## 20 Years of National Healthcare Leadership

- **Brand Strategy**
- **Creative and Content Development**
  - Brand and Targeted Campaigns
  - Member Communications
  - External Audience Engagement
- **150+ Healthcare Clients Served**
  - Health Systems
  - Medical Associations
  - Specialty Practices



# Step Into Podiatry




- **Continued marketing to high school students building upon career awareness**
- **Understand undergraduate pre-med students & gap year students**
  - Needs
  - Desires
  - Conversion Triggers
- **Shift messaging from awareness building to transactional**
  - More direct
  - More competitive
- **Be authentic and transparent**
- **Let them conclude that podiatry is the right path**

# Springboard Brand & Creative Strategy Overview

- **Awareness of the profession is low, and misperceptions are high**
  - From what we do to our expertise and earnings potential
- **Creating broader awareness and value for the profession will:**
  - Elevate the perception and profile of Podiatry
  - Help to drive referrals (patient and professional) and increase student applications
- **There is a robust story to be told**
  - Guaranteed residency
  - Direct path to surgery
  - Work/life balance

# Critical Importance of Branding



"Your brand is what other people say about you **when you're not in the room**"

- Jeff Bezos



"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

- Jeff Bezos

# Branding Provides A Consistent Communications Platform for All Audiences



- **Creates an overarching awareness and perception of the podiatric profession**
- **Once the brand is established, targeted marketing can drive consideration and conversion**
- **Springboard's Proposed Approach for APMA**
  - Phase I: Brand Development
  - Phase II: Concept Development
  - Phase III: Creative Development

# Grass Roots Fundraising

If you think good design is expensive, you  
should look at the cost of bad design.

– Dr. Ralf Speth

# What does that look like?



# APMA HOD Budgetary Action Item 2-23: Podiatric Medical School Student Recruitment

- **The approach to the structure of an independent Foundation, created for the sole purpose of Student Recruitment, arose through discussion of interested parties, which each has commercial interests in and personal dedication to the profession's success.**

**The purpose of this all-encompassing Board is intended to work on various levels.**

- 1. To involve all facets of the profession in this critical effort to recruit students**
- 2. Solicit professional experience in defining the direction of a marketing plan**
- 3. Solicit commercial experience in defining the direction of the marketing plan**
- 4. Prevent “finger pointing” or “stolen valor” in the two possible outcomes of the efforts of the Foundation**

# APMA HOD Budgetary Action Item 2-23: Podiatric Medical School Student Recruitment

## Proposed Board of the Foundation for Student Recruitment:

- One member of the Board of the American Podiatric Medical Association to serve as Chair of the Board
- One member of the House of Delegates of the American Podiatric Medical Association chosen at the applicable annual House of Delegates\*
- One member chosen by the Board of the American Board of Foot and Ankle Surgery
- One member chosen by the Board of the American Board of Podiatric Medicine
- One member chosen by the American Association of Colleges of Podiatric Medicine
- One member chosen by the Board of the American College of Foot and Ankle Surgeons
- One member chosen by the Board of the American College of Podiatric Medicine
- One member chosen by the Board of National Board of Podiatric Medical Education
- Two members chosen by the collective corporate donors
- One member chosen by ASPE\*
- One Member chosen, annually by the Board of APMA who is in his or her Residency
- One Member chosen, annually by the Board of the American Podiatric Medical Students Association

**\*\*\*Other than the student and resident, all member terms must be at least three (3) years\*\*\***



**apma** >

Advancing foot and ankle  
medicine and surgery

**Thank you!**  
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