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Being a "People Person"

When interviewing, we ask candidates to describe their strengths. In the medical field, the response is often, "I am a people person and love helping patients." We asked, "How could we identify someone with these skills?" Notice how the qualities are **the same as customer service pros and expert communicators**. They

- stay positive and speak clearly; are courteous and fully pay attention; listen carefully;
- calm emotions; let people know they care about them on a personal level;
- gently ask clarifying questions; break down the problems into simpler parts;
- frequently repeat what was said; explain what can be accomplished at this time
- always do what they promise, and follow up promptly; inform and guide people to the next steps.

Most "people people" feel their efforts build rapport, trust, and agreement, so they can move ahead *together* as a team. These communicators enjoy and get great personal satisfaction by feeling their time and efforts have been meaningful.

Top Interview Turn-off

Staffing Management, the Society of Human Resource Management journal, published a survey. It wasn't being late, the dress, or lacking company knowledge that was the biggest complaint. The number one turn-off for hiring managers was **poor communication skills**. Particularly displeasing were inarticulate answers to interview questions and vague accounts of past experience. *From Net-Temps*. Conclusion: Prepare answers ahead and practice, practice, practice.

Developing Good Press

Jill Lublin is author of [Guerrilla Publicity and Networking Magic](#) and has practical PR strategies for all sizes of business. You've seen free media coverage where companies sponsor a benefit event, have an open house, introduce a new colleague, feature an innovative product or service, celebrate an anniversary. To begin marketing she suggests:

Develop a newsworthy message. To attract new clients or maintain credibility, be able to describe what you do briefly. "Our surgeons healed the smiles of 500 cleft palate patients in the USA and for a UN mission last year."

Design a short press release to grab attention with an outrageous claim, statistic or solution to a problem.

"The Cure-all Discovery of the Ages" "19 out of 20 Doctors Secretly" Determine where you want to be published, and mail directly to the editors, radio producers, or newspaper writers who handle your subject matter. Keep your article interesting to a wide audience, truthful, and one page or less. Send, then follow up. Once published, thank those who gave you the opportunity. They may call you for quotes or more articles, and you will be on your way....

Be prepared to be interviewed. How do you think you, as an expert, should look and sound? A well-groomed, conservative appearance is always correct for cameras. Practice enthusiastic and gracious conversational responses. Have additional research at your fingertips, new short stories to punctuate your points, and available visual aids. The interviewer will determine if it is the time to plug your product or services. End with a gracious thank you.

Fun Newsletter and Bulletin Quotes

"Weight Watchers will meet at 7pm at Lincoln Jr. High. Please use the double door at the side entrance."

"The members would appreciate it if the ladies would bring their electric girdles for the pancake breakfast on Sunday."

"The Scouts are saving aluminum cans to be recycled. Proceeds will be used to cripple children."

"The Newcomers Club will host an evening of fine dining, super entertainment, and gracious hostility."

"Irving Benson and Jessie Carter were married on October 24th. So ends a friendship that began in their school days."

"The peacemaking meeting scheduled for today has been cancelled due to a conflict."

"Please place your donation in the envelope along with the deceased person you want remembered."

"For those of you who have children and don't know it, we have a nursery downstairs."