Vascular Surgery Program Websites – An Evaluation of the Availability, Accessibility, and Quality of Online Content for Residency and Fellowship Applicants

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San Antonio

Association of Program Directors in Vascular Surgery
2017 Annual Meeting
Vascular Surgery Program Websites –

*What’s the Big Deal?*
Aspiring vascular surgeons: “Generation Y”
Questions, Questions, Questions…

- How many vascular surgery training programs are there?
- Do programs have websites?
- Accessibility?
- Availability of information?
- Quality?
1. Program Identification
ACGME: Accreditation Council for Graduate Medical Education
ERAS: Electronic Residency Application Service
FREIDA: Fellowship and Residency Electronic Interactive Database
SVS: Society for Vascular Surgery
Total VS Programs
114

Integrated Residencies
51

Fellowships
105

Participating in 2016 Match
45
89
2. Accessibility of Websites
### Accessibility of vascular surgery training websites from national databases

<table>
<thead>
<tr>
<th>Database</th>
<th>No. Vascular Surgery Programs</th>
<th>No. Providing Website Links (%)</th>
<th>No. Functioning Links (%)</th>
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3. Availability of Content
Availability of Content

Content:

1. Recruitment – attract prospective applicants

2. Education – what residents/fellows do
# Availability of Content

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<thead>
<tr>
<th>Program RECRUITMENT Content</th>
<th>Application requirements</th>
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<tbody>
<tr>
<td>• Program description                                                                      • Resident/Fellow profiles</td>
<td></td>
</tr>
<tr>
<td>• Number incoming positions available                                                      • Resident/Fellow contact information</td>
<td></td>
</tr>
<tr>
<td>• Faculty listing                                                                          • Alumni listing</td>
<td></td>
</tr>
<tr>
<td>• Faculty education &amp; training history                                                     • Alumni education history</td>
<td></td>
</tr>
<tr>
<td>• Faculty profile (descriptive)                                                            • Alumni contact information</td>
<td></td>
</tr>
<tr>
<td>• Faculty publications                                                                     • Alumni career placement</td>
<td></td>
</tr>
<tr>
<td>• Faculty contact information                                                              • Board examination performance</td>
<td></td>
</tr>
<tr>
<td>• Current residents/fellows                                                                • Program director message</td>
<td></td>
</tr>
<tr>
<td>• Resident/Fellow education history                                                        • Program director contact</td>
<td></td>
</tr>
<tr>
<td>• Administrative/coordinator contact</td>
<td></td>
</tr>
<tr>
<td>Program EDUCATION Content</td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
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</tr>
<tr>
<td>• Rotation schedule</td>
<td>• Conference schedule</td>
</tr>
<tr>
<td>• Didactic instruction</td>
<td>• National/regional meetings attended</td>
</tr>
<tr>
<td>• Research requirements</td>
<td>• Evaluation criteria</td>
</tr>
<tr>
<td>• Research interests</td>
<td>• National organization link</td>
</tr>
<tr>
<td>(department/faculty)</td>
<td>• Regional society link</td>
</tr>
<tr>
<td>• Vascular lab training</td>
<td>• Company link</td>
</tr>
<tr>
<td>• Operative experience</td>
<td>• Journal link</td>
</tr>
<tr>
<td>• Journal club</td>
<td>• Simulation training</td>
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Availability of Content: Recruitment

Needs Work

Good

>75%

Fellowship & IR
Availability of Content: Education

Needs Work

Good

>75%
Fellowship & IR
4. Website Quality
Website Quality

Rating Scale:
1 = Poor
2 = Acceptable
3 = Good
4 = Great

Content
Design
Organization
User-friendliness
Website Quality

% of Schools Rated Less Than Acceptable (<2)

Rating Scale:
1 = Poor  
2 = Acceptable 
3 = Good  
4 = Great
What can we learn?
Irritating pop-up
Unsolicited suggestions

Install the new Firefox®

Stay on top of breaking news!
Set your new tab and home page to Yahoo to keep up with the latest news.

Add It Now

1. Smith
2. Taylor
3. Alex
4. Beth
5. Adam
6. River Cruises
7. Angelique Kerber
8. Green Mountain
9. Credit Cards
10. Van Der Beek
BAD idea...

Don't mess with Texas.

EU to Trump: Beware or we'll mess with Texas.
User-friendliness
Design
Organization
Content
Things to Think About

The **GOOD**

- Most vascular surgery training programs have websites
- Many opportunities to leverage online content and social media

**NEEDS WORK**

- Websites are not readily accessible from databases
- Content is variable and often lacking
- Organization, Design, & User-friendliness are more “Yahoo” than “Google”
A large survey of Emergency Medicine residency applicants found that nearly half chose to NOT apply to certain programs because those programs maintained poor websites with:

1. Inadequate information
2. Poor aesthetic quality
3. Both 1+2

Ideas:

SVS – central, comprehensive program database

APDVS – website checklist for program directors

“Doing business without advertising is like winking at a girl in the dark...You know what you are doing but nobody else does.”
Many thanks:

- Dr. Lori Pounds
- Dr. Mark Davies
- Dr. Taylor Hicks
- Dr. Georges Haidar
- Dr. Hallie Baer
- Norma Garza
- Pat Espinoza
Thank you!

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