

CaRMS: Shifting the Focus from Selection to Recruitment

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RBC CONVENTION CENTRE WINNIPEG, MB



PRESENTER DISCLOSURE



Presenter: Dr Martin Tieu

Relationships with financial sponsors:

 **Any direct financial relationships, including receipt of honoraria:**

Assistant Professor at University of Alberta

 **Membership on advisory boards or speakers' bureaus:**

Edmonton O'Daymin Primary Care Network - Board Member
CFPC SAMP Review Committee Chair

 **Patents for drugs or devices:**

None

 **Other:**

FM Residency - Assistant Program Director - Recruitment & Selection

PRESENTER DISCLOSURE



Presenter: Dr Jaclyn Wallace

Relationships with financial sponsors:

 **Any direct financial relationships, including receipt of honoraria:**

None

 **Membership on advisory boards or speakers' bureaus:**

None

 **Patents for drugs or devices:**

None

 **Other:**
FM Residency - Rural Recruitment Coordinator

PRESENTER DISCLOSURE



Presenter: Dr Rachel Hamilton

Relationships with financial sponsors:

 **Any direct financial relationships, including receipt of honoraria:**


None

 **Membership on advisory boards or speakers' bureaus:**

None

 **Patents for drugs or devices:**

None

 **Other:**
Current PGY2 in the University of Alberta Urban Family Medicine Residency Program

PRESENTER DISCLOSURE



Presenter: Ms Brooke Hanson

Relationships with financial sponsors:

 **Any direct financial relationships, including receipt of honoraria:**


None

 **Membership on advisory boards or speakers' bureaus:**

None

 **Patents for drugs or devices:**

None

 **Other:**
Current 3rd year medical student at the University of Alberta

Objectives

At the conclusion of this activity, participants will be able to:

- Describe recruitment strategies to help address declining family medicine CaRMS match rates.
- Evaluate the impact of social media, events, and student engagement on recruitment.
- Develop proactive approaches to attract and inspire future family medicine applicants.

Agenda

- Background and Introduction
- Why are we sharing our secrets?
- Recruitment Strategies:
 - Via Education
 - Via the CaRMS “Campaign”
 - Via Events
- The Importance of Culture

Introduction



- There is a 7.5% high in Canada²
- In 2025,
- The % of

R-1 Main Residency Match

Table 59: Family medicine positions match comparison

Year	1st Iteration			2nd Iteration		
	% Filled	Available	Filled	% Filled	Available	Filled
2025	84.8%	1,821	1,545	67.6%	290	196
2024	85.2%	1,702	1,450	70.2%	252	177
2023	83.5%	1,629	1,361	62.7%	268	168
2022	85.7%	1,569	1,344	56.0%	225	126
2021	86.7%	1,561	1,354	57.4%	209	120
2020	89.2%	1,573	1,403	71.2%	170	121
2019	91.1%	1,552	1,414	76.1%	138	105
2018	89.7%	1,532	1,374	58.9%	158	93
2017	89.7%	1,535	1,377	64.6%	158	102
2016	92.2%	1,518	1,399	65.5%	119	78

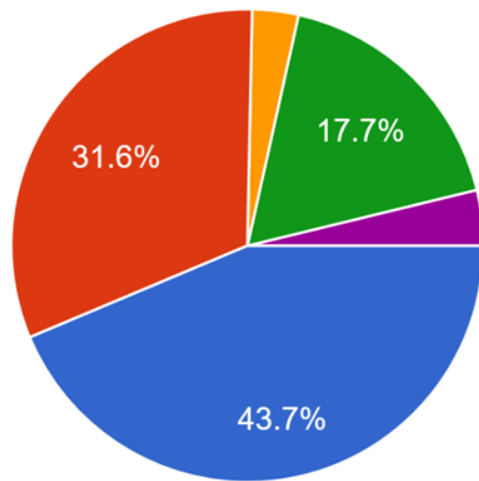
is in

is 15.2%,

Why are we sharing our secrets?

The region that you completed/will complete medical school is located in:

158 responses



- Alberta
- West Coast (British Columbia)
- The Prairies (Saskatchewan, Manitoba)
- Central Canada (Quebec, Ontario)
- The Atlantic Region (Newfoundland and Labrador, Prince Edward Island, Nova Scotia, New Brunswick)

Who's in the Room?

By show of hands:

- Who here is with their university's residency program leadership?
- Who here is a family doctor and wanting to learn more about how to increase FM interest and awareness?
- Who here is a resident or medical student?
- Who here is attending for my emotional support and to prevent me from having a panic attack?

What are your challenges?

What are some of the challenges you feel your program/location has had with recruitment?

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CaRMS Campaign: Timing

Pre-Carms

- Early September - CaRMS opens for applicants
- End November- Applications due/File Review starts

Intra-CaRMS

- Mid Jan- Early Feb: Interview Period

Post-CaRMS

- Mid Feb- Rank Order list due
- Early March- Match Day

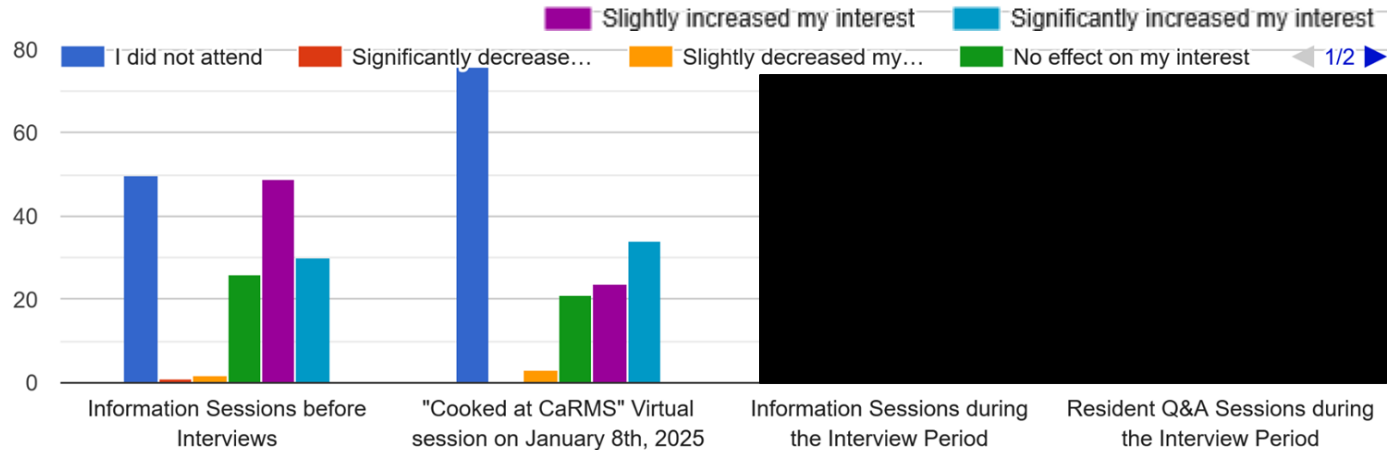
FMProC: Registration Sept 10th-Oct 30th

FMProC: Test Window Oct 23rd- Nov 6th

“Pre”

- Pre
- Car
- Info
- In-p
- Coc
- -very

Please select the effect of each of the following on your interest in matching to a University of Alberta Family Medicine Residency Program

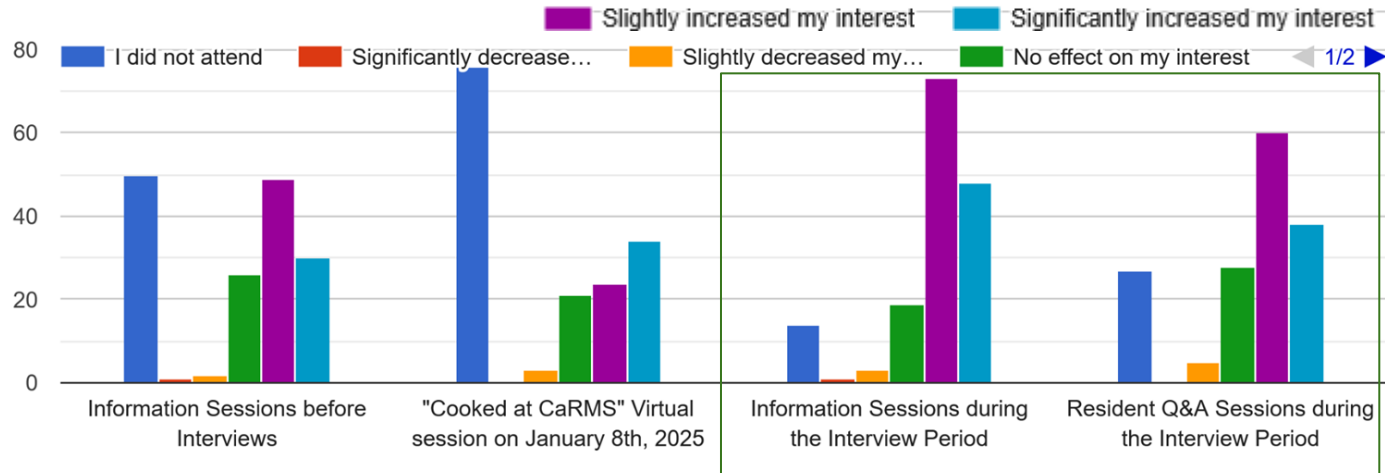


Intra-CaRMs

CaRMs in a Virtual World

- CaRMS interview experience most impact on ranking (add graph)
- What makes a good CaRMs experience?
 - Interview
 - Info sessions
 - Face time with Residents
 - Socials
 - Platform

Please select the effect of each of the following on your interest in matching to a University of Alberta Family Medicine Residency Program



Interview

- Synchronous
- Interview Questions

Info Sessions

- Hearing from Program Directors and Residents
- Presenters who embody “Vibe” of program

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What else are people doing at their programs to make their interview periods unique?

Socials

- People bingo, ice breaker questions etc.
- Be aware of where you are in the interview weeks

Platform

- Interactive platforms: Wonder→ Kumospace
- Allow for more natural interactions and small group discussions

Post-CaRMs

Closing the loop

- Thank you letter/package helps bring us back in their mind.
- Including info about the program to refresh for ranking
- For matched residents - welcome packages



I ♥ FAMILY MEDICINE



Candle scent: Lemon mint leaf



Family Medicine Residency

WE'RE A MATCH!



We are excited to welcome you.

Choosing family medicine means embracing a diverse, fulfilling career and playing a key role in shaping the future of healthcare for communities and patients alike.

Take a moment to celebrate. We can't wait for you to get started.

From: U of A Family Medicine Team

Dr. Michelle Morros
Program Director

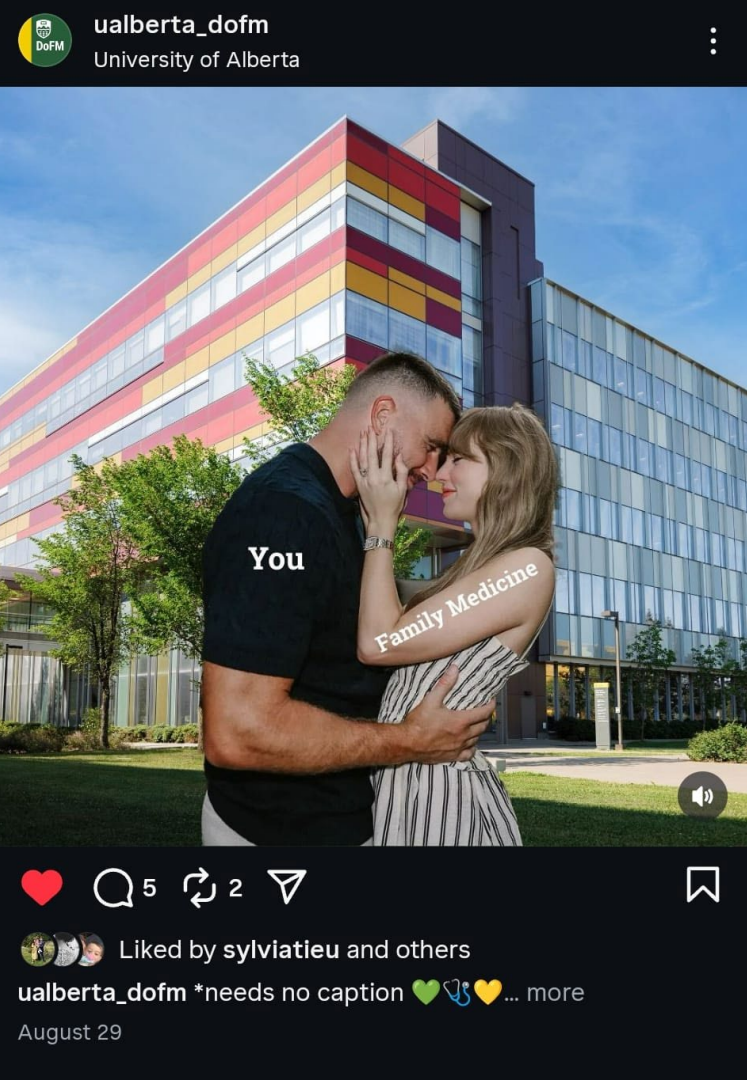
Dr. Martin Tieu
Assistant Program Director - Recruitment and Selection

Dr. Tina Korownyk
Chair - Family Medicine Department



Maintaining a Presence

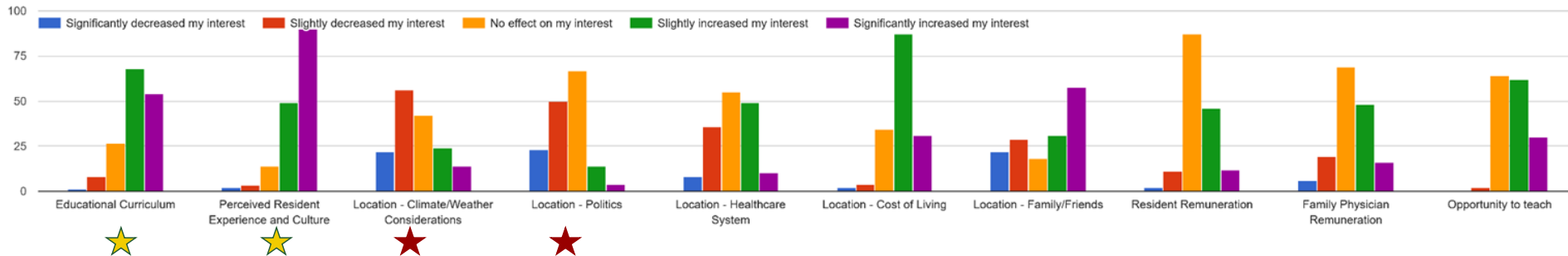
- Booths/presence at events where med s
- Have residents/faculty present- not relyi
- Start early in training
- Swag
- Social Media



What affects interest?

Some things you can change, some things you can't...

Please select the effect of each of the following on your interest in matching to a University of Alberta Family Medicine Residency Program



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References

1. R-1 Data and reports. Table 59: Family medicine positions match comparison. *CaRMS*. Retrieved September 21, 2025, from <https://www.carms.ca/data-reports/r1-data-reports/>
2. Canada, H. (2025, January 30). *Caring for Canadians: Canada's Future Health Workforce – The Canadian Health Workforce Education, Training and Distribution Study* [Program results]. <https://www.canada.ca/en/health-canada/services/health-care-system/health-human-resources/workforce-education-training-distribution-study.html>

**Leading with
Purpose.**



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OF ALBERTA**