What is it?

- Initially HEE Funded
- Trainee-lead
- SAM supported
- 12 month Fellowship
- More than just a brand
- Promote awareness, recruitment, retention
What we do

Aim to improve awareness, recruitment and retention
National Conference

Interested in a career in Acute Internal Medicine?

takeAIM

Join in the conversation at the takeAIM conference

Saturday 14th November
DoubleTree By Hilton, Manchester Piccadilly

Session topics to include:
- The organ recipient on the AMU
- Acute neurological on the AMU
- Severe and acute liver failure
- Dealing with abnormal INR
- Fever in the returning traveler
- Practical scenario for those with unclear diagnosis, including ultrasound and echocardiography
- Life as a medical registrar - myth busting and Q&A session
- How to secure your place in higher specialty training

For more info and to book:
Visit takeAIM.org.uk

Birmingham

It's your turn to join in the conversation at our second national takeAIM Conference
Saturday 11th June 2016
thestudiobirmingham

Talks on topics including:
- Dementia on the AMU
- The sick respiratory patient
- Anaemic problems on the AMU
- Dealing with acute Kidney injury
- Syncope on the AMU
- Careers in Acute Internal Medicine

For more info and to book:
Visit takeAIM.org.uk

Get ready B!

For more info and to book:
Visit takeAIM.org.uk

Get ready C!

It's your turn to join the conversation at our third national takeAIM Conference
Saturday 26th November 2016
M Shed Museum

Talks on topics including:
- Acute Neurology on the AMU
- Dealing with abnormal electrolytes
- AIM - what's it all about?
- Acute liver disease
- Psychiatry on the AMU
- Delirium on the AMU

For more info and to book:
Visit takeAIM.org.uk

Get ready to takeAIM!

Find out more about a career in Acute Internal Medicine at our takeAIM Conference

Saturday 10th November
Clare College, Queens Road, Cambridge

Talks on top Acute Medical topics such as:
- Acute Internal Medicine as a specialty
- The unwell pregnant patient
- Focused echo in Acute Medicine

For more info and to book:
Visit takeAIM.org.uk

TakeAIM

Join in the conversation online:
takeAIM.org.uk
@take_AIM takeAIM  takedAImuk
National Conference

Attendee Grades

- Medical Student
- FY1-2
- ST/CT1-3
- AHP
- Other
National Conference

Likelihood of pursuing AIM as a Career

Before | After
--- | ---
Very Unlikely | 20
Unlikely | 40
Neutral | 100
Likely | 90
Very Likely | 60
Regional takeAIM Sessions

**takeAIM Sessions 2019**

**Leeds**

Wednesday 27th March
5.45pm
Gledhow Wing Seminar Rooms,
St James Hospital, Leeds

Find out about a career in Acute Internal Medicine at our FREE evening event aimed at Medical Students, FY Doctors and Core Medical and ACCS trainees. Food provided and certificates awarded at the end of the session! For more information and to book your place contact takeAIMfellow@gmail.com

Follow us online:

Twitter: takeAIM
Instagram: take_aim
Hashtag: #takeAIM

**takeAIM Sessions 2019**

**Torquay**

#takeAIM

Monday 21st January at 5.30pm
Come and grab your free ticket!
Join us for our free evening at TREC Torbay Hospital
Find out about a career in Acute Internal Medicine and come and listen to talks related to Acute Medical. Food and a certificate of attendance will be provided.
Register your interest by emailing our takeAIM Champion at battrchive.alexander@nhs.net

**takeAIM Sessions 2019**

**Liverpool**

University Hospital of Aintree
Tuesday 22nd January 2019, 6pm

For more information and to book your FREE place visit takeAIM.org.uk

**Ever considered a career in Acute Internal Medicine?**

**FREE evening events specifically designed for Medical Students, FY doctors and CMTs.**

**Talks on top acute medical topics.**

**Find out more about a career in Acute Internal Medicine.**

For more information and to book your FREE place visit takeAIM.org.uk

**Sessions**

Manchester
17th Jan 2018
Bradford
Date TBC
Sheffield
Date TBC
Wales
Date TBC
Bristol
Date TBC
Surrey
Date TBC
Southampton
24th Jan 2018
Regional takeAIM Sessions

Attendee Grades

- Medical Student
- FY1-2
- ST/CT1-3
- AHP
- Other
Regional takeAIM Sessions (Jan 18 - March 19)

Likelihood of pursuing AIM as a Career

- **Very unlikely**
- **Unlikely**
- **Neutral**
- **Likely**
- **Very likely**

Before event vs. After event
Career Fairs
Social Media

Take AIM

@take_AIM

The official Twitter page of the takeAIM campaign. Spreading the word about a career in Acute Internal Medicine.

takeAIM.org.uk Joined August 2015
638 Following 996 Followers

28 day summary with change over previous period

- Tweets: 6 ↑500.0%
- Tweet impressions: 13.3K ↓15.5%
- Profile visits: 315 ↑123.4%
- Mentions: 39 ↑50.0%
- Followers: 996 ↑23
Social Media

Instagram

The official Instagram page of the takeAIM campaign. Spreading the word about a career in Acute Internal Medicine
www.takeaim.org.uk/
Social Media
We work with other companies

• DMC
• Graphic designer
• Merchandise
• Eventage
Liaising with

- New Consultant Rep on SAM council
- Reports and metrics
- Training and Education Committee
- SAM conferences
### Do Our Conferences Improve Recruitment?

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## Has Recruitment Improved?

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Investigate Barriers

If you aren't choosing Acute Medicine, can you specify why?(Choose as many options as required)

Answered: 93  Skipped: 8

- Not interested in the...
- Don't know what it is...
- Do not enjoy the pressure...
- The workload seems too...
- Fear of having to work night...
- Fear of having to always be...
- The specialty skill require...
- I like having clinic time...
- Fear of not being classes...
More Work is Needed

- Myths and misconceptions
- Undergraduate level – lack of awareness
- Retention in AIM
- Allied Health Professionals
Why become a Fellow?

• 12 month Fellowship
• An extra SPA session/week
• Opportunity to bulk out the CV/ePortfolio
  • Leadership and Management
  • Presentations
  • Posters
• New skills
• Its fun
• Networking
• £500 educational bursary
Recruitment

• Recruitment has started
• Visit our website and check out our promotional video
Presenter contact details:
peterng@doctors.org.uk
@PeterNg1984

Join in the conversation
takeAIM.org.uk

#takeAIM
takeAIMfellows@gmail.com