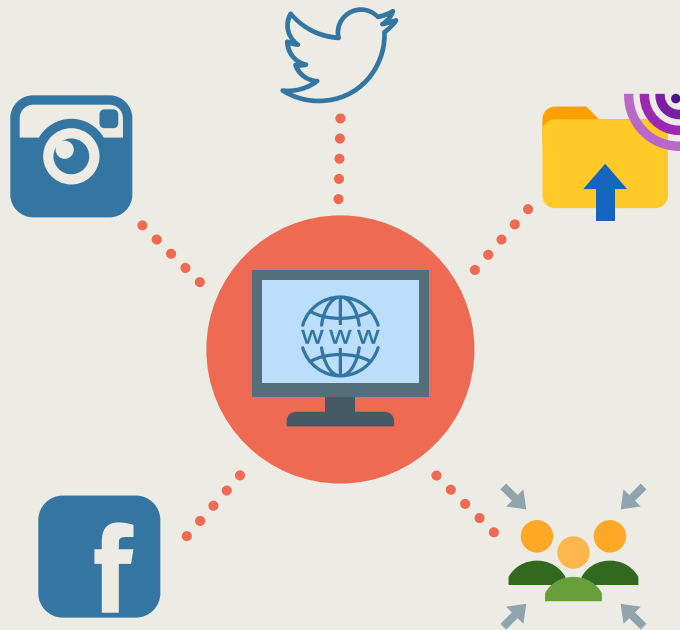


Content Evaluation for Anesthesiology Residency Websites

Did You Know?

The post-COVID era relies heavily on comprehensive websites to disseminate information to applicants. Online content and social media are emerging as excellent recruitment tools for residency programs.



159 Number of Anesthesiology Websites Evaluated

Evaluation Criteria

Two independent reviewers- with high interobserver reliability- scored residency websites based on the following content, which broadly represents what current candidates are searching for when a program promotes itself.

Recruitment	Program Description PGY-2 Salary Resident/Faculty Testimonials Interview Day Information Board Pass Rate % Graduates Seeking Fellowship	Geographic Placement of Graduates Wellness Resources Mental Health Resources Alumni Contact Information Informational Video Content Social Media Links
Education	Rotation Information Didactics Information Current Resident Research	Daily Work/Call Schedule Journal Club Anesthesia Case Listing
Diversity & Inclusion	Equal Opportunity Statement Community Demographics DE&I Committee Resident Photos	Extended Resident Biographies Financial Resources for Trainees Diversity and Inclusion Message Community Engagement Opportunities

HOW DO WE COMPARE

- There is a large variation among anesthesiology program websites and their content
- Other specialty websites tend to have more information than anesthesiology

FUN FACTS

- University-based programs tended to contain more website content
- Institutional diversity is cited by applicants to be an important factor

ON TO THE FUTURE

- Since a majority of programs fell slightly below the average, all programs regardless of funding or affiliation could stand to improve their websites in all domains