

Primary Care Programs Introduce New Ad Campaign to Encourage Medical Students to “Choose Middle Class”

NEW YORK, NY - Over the last several years primary care residency programs—internal medicine, family medicine, and pediatrics—have suffered dramatic decreases in medical student interest. Faced with an impending shortage of qualified primary care physicians, the Primary care Order Of Residents (or POOR) is introducing a bolt new campaign to lure [medical students](#) back to careers in primary care.

The campaign, which be launched initially in New York City, will encourage [medical students](#) to dig deep into their hearts and consider why they became doctors in the first place: to provide solid, middle class lives for themselves and their loved ones.



“Over a 40-year medical career, the salary difference between a radiologist and general internist is over \$4.5 million,” POOR’s director, Dr. William Hungry, points out. But he reminds his students, “What better way to know how our struggling patients feel than for their physicians to be one pay check away from homelessness as well?”

Posters hung throughout the medical schools will include slogans such as:

Choose Internal Medicine, Choose Eternal Debt

Pediatrics: Little Patients, Little Paychecks

Why Be a Big Fancy Otolaryngologist When No One Can Say It? Choose Family Medicine.

Dr. Jenny Tired, a recent graduate of NYU’s pediatric residency program,

reiterates the importance of choosing a career in primary care. “If one really wants to make the maximum impact in family’s lives, and make the least amount of money doing so, Pediatrics is definitely the way to go.”

Her colleague Dr. Matt Under-Appreciated agrees, “As a parent, all we can hope is that our children do better than we did. And a career in primary care sets that bar very, very low.”

With rising costs of undergraduate and medical school loans, and declining reimbursement of physicians, now seems like a natural time to recruit additional personnel into primary care. “Everyone wants to be part of the middle class,” says Dr. Hungry, “and truly understand food insecurity and the difficult choices patients make between medications or safe, reliable child care.”

A simple formula was developed to determine if a career in primary care is right for prospective residents: If medical school loans divided by starting salary is > 1 , congratulations, you have chosen primary care!