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AMOPPORTUNITIES
Ambassador Handbook

AMO Ambassador Pledge

I pledge to be responsive and engaged as I spread the word about AMO, clinical experiences, and their benefits in an honest manner.

I pledge to learn about new programs that AMO offers and updates with the help of resources and contact information provided by AMO.

I pledge to highlight the importance of attending U.S. clinical experiences, using my own experience as an example.

I pledge to create meaningful engagement with visitors offering encouragement and guidance as they consider a clinical experience with AMO and plan for their future in the field of medicine.

Meet AMO Ambassador Program Co-Chairs

Doni Alicea and Kelli Rojek are the Co-Chairs of the AMO Ambassador Program. Kelli serves as AMO's Chief Experience Officer. She works regularly with visitors to ensure they are properly enrolled prior to their experience and enjoy their time in the U.S. She's a great resource for any general questions regarding AMO and our clinical experiences.

Doni is AMO's Senior Marketing Director, overseeing all AMO's marketing efforts. Doni is a great point of contact for recommendations on how to best share AMO's clinical experience in person or on the web.

Kelli and Doni will be your primary points of contact with AMO during your time as an Ambassador. They can address any questions or concerns you have and will be the individuals you contact if conflicts arise that may affect your ability to carry out your duties as an Ambassador. Feel free to email them at ambassadors@amopportunities.org.



Campus Ambassadors



AMO Campus Ambassador

Hello and welcome to our Campus Ambassador Program!

We are happy that you will represent AMO opportunities at your educational institution. As the Partnerships Director, my goal is to empower you to help your fellow classmates by providing up-to-date information on our 200+ clinical experiences. Working with you and your school's administration will help us meet the needs of all students interested in clinical experiences abroad. I look forward to working with you to set up live video or in-person presentations for your school and explore other ways to connect your peers with our experiences.

Daniel Rivers

Partnerships Director | AMO opportunities

1. Coordinate Presentations

Coordinate virtual video presentations at your school that will be hosted by the AMO partnership team. Ideally, Ambassadors should plan four presentations per year. When planning these presentations, it is important to consider:

- Scheduling presentations at the beginning and end of semesters, which allows students to plan for and apply to clinical experiences
- Coordinating a time and date that fits the schedule of your institution, its students, and the AMO representative
- A location for the presentation, preferably one with a screen to project a PowerPoint or live video
- How to promote this presentation at your institution with the help of school contacts

Remember coordinating more presentations allows you share AMO with a larger audience. This can lead to more individuals signing up for a clinical experience with your personalized code, which can help you earn a deeply discounted, or free, clinical experience!

CAMPUS
AMBASSADOR
COMMITMENTS

2. Promote AMO Clinical Experiences

To increase the visibility of AMO at your school, we will email flyers and posters for you to hang up around campus. We understand each school, university, and educational institution may display these items differently. Please communicate the best method to market our experiences on your campus. If you are concerned about the cost of printing these items, you may elect to post them at your institution digitally.

Once you post these items, please send us a photo. As we build out our Ambassador Program, we want to provide others with great examples of how to market our clinical experiences.

CAMPUS
AMBASSADOR
COMMITMENTS

3. Serve as a Liaison

As a Campus Ambassador, we want you to connect us with members of your school's administration associated with scheduling away rotations. Contact information for these individuals can be passed to AMO's Partnership Director.

In the future, AMO may visit your institution. If and when this happens, we hope we can help coordinate a visit with your institution to meet you, your fellow students, and school administration. Our partnership team will communicate any travel plans that may put us in your area.

Creating strong relationships with institutions can help us provide experiences that are wanted and needed. Because communication is key to forming good relationships, we ask that you respond to emails from AMO within 24-48 hours. This is also important as certain items communicated about could be time sensitive (i.e. presentations).

CAMPUS AMBASSADOR COMMITMENTS

4. Gather Feedback

We want to provide experiences that you and your peers are genuinely interested in. To do so, we need to understand current offerings and whether they are satisfactory. Information on things like the following items are needed:

- The clinical experiences and electives currently offered at your institution
- Whether these are core or electives
- Whether these are required or optional
- The number of students that elect to participate
- The locations students prefer for away rotations
- The medical specialties students prefer & duration of these experiences
- The time of year that students participate
- If students travel alone or in groups

We hope you can help us with the above through conversation with peers, a needs analysis with our partnership team, and possibly virtual surveys or polls. Our partnership team is open to any ideas you might have to collect this information.

CAMPUS
AMBASSADOR
COMMITMENTS

Brand Ambassadors

AMO Brand Ambassador

Welcome to the AMO Ambassador Program!

We are so excited you are joining us and our efforts to connect international medical students, graduates, and professionals to U.S. clinical experiences. With your talent for storytelling through photo and language, we hope you can share your AMO story to inspire others to make a decision that can benefit their education and help them towards their goal of practicing medicine.

While we hope this handbook provides a solid base for how to fulfill your duties, we want to support you in this role and are here to answer any questions you might have along the way.

We are looking forward beginning this incredible journey with you!

- AMOopportunities



SOCIAL MEDIA COMMITMENTS

SOCIAL POSTS

As an AMO Brand Ambassador, we want you to stay true to your personal brand. There is not a specific number of posts or stories you must post about AMO and our clinical experiences but we do hope you post twice a month at least. When you do feature us, we ask that you do three things:

1. Tag us **@amopportunities**
2. Use hashtags **#myamopportunity #MyAMO**
3. Include your AMO referral code

If you do decide to take on email commitments as well, be sure to include your AMO email address in your profile or posts. This gives individuals another channel to contact you.

SOCIAL MEDIA COMMITMENTS

SOCIAL TAKEOVERS

Ideally, Brand Ambassadors will commit to a monthly 24-hour takeover of our AMO Instagram account. For these takeovers, we will provide our Instagram account information so you can log in for the day.

These takeovers should be scheduled with the Ambassador Program Co-Chairs in advance. We do know things can unexpectedly arise. If you need to cancel or reschedule a social takeover, please contact us as soon as possible.

Here are some guidelines for AMO Instagram takeovers:

1. Post stories a minimum of three to five times a day throughout the 24 hours.
2. Respond to messages and comments within 1-2 hours. If you are unable to answer all of them, an AMO team member will address them at a later time.
3. Be respectful of AMO, our privacy, and our social accounts. This means only creating posts that relate to the takeover and not tampering with or removing any posts or aspects of our social accounts.

Emails

Ambassadors interested in connecting with potential visitors by email are invited to do so! When emailing, please blind carbon copy (BCC) ambassadors@amopportunities.org.

Please note that our sales and marketing team may send you inquiry emails. It is common for potential visitors to ask that their questions be answered by someone who has gone through the experience - which is where you come in!

Please respond to emails within 24–48 hours of receipt. We understand our Ambassadors are busy. If response times cannot be fulfilled, simply communicate this to our AMO Ambassador Program Co-Chairs. We are happy to help!

EMAIL COMMITMENTS

Virtual Office Hours

We get a lot of requests from potential visitors looking to speak with AMO representatives in person or over the phone. If you are interested in taking phone calls or video chats with prospective visitors, you can host virtual office hours.

You may elect to host these via Skype or WhatsApp. Office hours should be updated on your Ambassador Profile. You may coordinate these hours in a way that is convenient for you. We recommend using your AMO email as it provides documentation and keeps everything in one place. Be sure to notify our AMO Ambassador Program Co-Chairs with any changes in your schedule as well.

Once your office hours have concluded, an AMO team member may reach out to both you and the visitor to ensure that questions were addressed and information the process of applying or planning for a clinical experience was shared. This is also a time for AMO team members to address any remaining questions the visitor may have.

If you are unable to attend your prescheduled virtual office hours please be sure to contact the individual you were to meet with and the AMO Ambassador Program Co-Chairs 48 hours prior.

EMAIL
COMMITMENTS

COMMUNICATION GUIDELINES

Items to Address

Your goal as an Ambassador is to advocate for AMO and our clinical experiences. We encourage you to share your experience in a way that is candid and thoughtful. Below are some ideas of what to share with potential visitors:

- The services you used to obtain housing, transportation, and health insurance
- Why you decided on AMO over our competitors
- The benefits of an AMO clinical experience
- The type of experience you participated in
- How this experience enhanced your education or is helping move you closer to a future in medicine
- Highlights of your experience

COMMUNICATION GUIDELINES

Items to Avoid

Most discussions with potential visitors will be meaningful and may help them to decide if a clinical experience with AMO is right for them. Unfortunately, this may not always be the case. You may receive messages that are difficult to answer or interactions that make you uncomfortable and are unrelated to AMO. In these cases, we recommend you do the following:

1. Do not answer the message or comment
2. Document the message or comment
3. Delete it if it is offensive and may offend your followers
4. Contact AMO Ambassador Co-Chairs for further instructions

While most inappropriate topics of discussion are obvious, the following are some items you should avoid discussing with potential AMO visitors:

- Personal physician information, including their name and contact information
- Patient information
- Pricing, including how much you paid for your clinical experience and any discounts you may have received or might receive in the future such as those you receive as an Ambassador
- Politics and religion

The list above is not exhaustive. Please consult the AMO Ambassador Program Co-Chairs with additional questions. If you are asked a question about AMO or our experiences and are unsure of the answer, please connect the individual with the question to one of our AMO Advisors or support team members. This ensures they receive the most accurate information about the experiences we offer. You may get the questions again in the future, so make sure you know the answer as well!

COMMUNICATION GUIDELINES

Safety & Privacy Tips

We know being an AMO Advisor is not your only identity. We support any decisions you make to keep personal information private from potential AMO visitors. It is ultimately your decision how much, or how little, you share.

For reasons of safety and security, we suggest you keep communication with visitors to your AMO email address, and your social accounts, should you choose to communicate through them. We do not advise giving out your personal phone number, unless necessary, address, or other information that may lead to violations of privacy and personal identity.

If you have any concerns during your time as an AMO Advisor we hope you feel comfortable communicating them with our AMO Ambassador Program Co-Chairs. We are here to support you, your future, and most importantly, your wellbeing.

Incentives

INCENTIVES

Being an AMO Brand
Ambassador has its perks!

Discounted Clinical Experiences

As an aspiring physician, clinical experiences can be enriching. We want to help you elevate your C.V., meet your educational requirements, and obtain letters of recommendation to apply for U.S. residency. To help fund these experiences, we offer our Ambassadors two options to receive discounted (and possibly free) clinical experiences. Ambassadors can choose between the following.

It is important to note these two incentive programs cannot be combined. Individuals may switch their preferred discount program at any time.

10% OFF

A discount of 10% off AMO clinical experiences

\$100 OFF

\$100 off a clinical experience each time an individual uses your personal AMO Ambassador code to purchase a clinical experience*

INCENTIVES

We want to reward you for sharing your experiences with other medical professional hopefuls.

AMO Ambassador Member-to-Member Incentive Program

Ambassadors who select this will receive a personal code to share with individuals they talk to. The code can be entered at the time a payment is submitted. Once the code is used, you will receive one credit equal to \$100 dollars for use on an AMO clinical experience. You may use these credits immediately or allow them to build, for a greater discount on your clinical experience. Credits must be used within one year of receiving them. Individuals are limited to redeeming 20 credits a year. This is the equivalent of receiving \$2,000 dollars off a clinical experience.

Educational Resources

Ambassadors are eligible to receive a Kaplan QBank Test Prep Course (either 1, 2, CK, CS, or 3; integrative is not an option) to prepare for the USMLE should they pursue practicing medicine in the U.S. This supplemental education material can be redeemed at any point in time while you are an AMO Ambassador.

INCENTIVES

We hope these goodies show you how much we appreciate you!

Noteworthy References

Upon completing one year as an AMO Ambassador you are eligible to receive a virtual sealed ambassador certificate. You may also receive a merit-based reference letter from AMO's Chief Experience Officer, who also functions as a Co-Chair of the AMO Ambassador Program. Both items are good indicators of your character and important documents to use as you apply for residency and professional positions in the future.

Ambassador Updates

As an AMO Ambassador, you will join a unique community of exemplary future, or already practicing, physicians. To connect you with other ambassadors and their medical journeys we will add you to our quarterly Ambassador newsletter mailing list. It may provide inspiration on how to best market our programs, with examples of what Ambassadors in other countries are doing.

Testing New Technology

As an AMO Ambassador, we'd also like to ask you for feedback on our website. We are constantly working to make securing a clinical experience with us even smoother and may invite you to test out new versions of our site in the future. We hope that with your unique insight we can elevate our technology.

Q & A

NEXT STEPS

1. Fill out your [ambassador profile](#)
2. Send your photo to ambassadors@amopportunities.org
3. Schedule a 1:1 appointment with us
4. Attend monthly online ambassador meetings



AM OPPORTUNITIES