

Physician Recruitment & Retention Leadership Award 2012 Honoree

William Gifford, MD

Dr. William Gifford has been with Sparrow for 28 years and has been an integral part of the medical education program at Sparrow Hospital. He has been involved with the Family Medicine Residency Program and Sparrow Medical Group and has assisted Sparrow in recruiting physicians to the community and encouraging residents to stay. He has been an active member of Capital Area Physician Experience (CAPE) and is always willing to volunteer at CAPE-sponsored events like the Medical Student Dine Around.

Dr. Gifford graduated from the University of Vermont College of Medicine with his medical degree in 1977. He completed an internship in Cooperstown, New York, in 1978, and then came to Sparrow for his residency training in 1978 to study Family Medicine; he and Dr. George Smith were in the residency at the same time. He went on to serve as the Program Director for Family Medicine Residency in Battle Creek for several years before returning to Sparrow Hospital to become the Program Director for the Family Medicine Program. He later served as the Medical Director for the Sparrow Practice Management Company from 1997 to 2002, during which time he was responsible for the merging of physician medical practices between St. Lawrence and Sparrow. In 2000, he took over the role as the Sparrow Hospital Director for Medical Education, overseeing and increasing the number of residents-in-training (at Sparrow) from roughly 100 residents to 200 residents today. As a program director in both the Battle Creek and then Sparrow family medicine programs, Bill has been directly involved in graduating over 2,000 residents and fellows in his lifetime. As the Sparrow Director for Graduate Medical Education, he has been involved in graduating over 900 residents and subspecialty fellows.

In his free time, Bill was a member on the Board of Directors for the American Academy of Family Physicians from 2000 to 2007 serving as Chair of their Rules Committee and Finance Committee. He is also Past President for the Michigan Academy of Family Physicians and continues today to serve as their Treasurer. He has served as the Deputy Medical Director for the Ingham County Health Department and currently serves on the Sparrow Physician Health Network Board of Directors. When discussing this award at the meeting of the Alliance Board of Directors, Dr. Dean Sienko stated, "Bill Gifford has been a pillar of this area's medical community. This is a well-deserved award for a great physician."