项目名称	中国西部地区如何吸引稳定医学毕业生-----基于离散选择试验的队列研究				
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摘要	**Background:** China's rural and remote areas are lacking sufficient health workers, which contributes directly to the disease burden and inequity in health outcomes of the rural population[1]. More evidences are needed to identify strategies that are likely to be effective in attracting more qualified doctors to rural under-served areas. **Goal and Objectives:** The overall goal of this study is to identify effective policy interventions that will improve rural recruitment and retention of health professionals in Western China. The main objectives are 1) Examine the effect of pecuniary and non-pecuniary job attributes on medical graduates choices for a rural posting using a discrete choice experiment (DCE); 2) Develop human resources (HR) policy packages based on different combinations of job attributes and estimate the cost-effectiveness of these packages; 3) Examine the early career choices of a cohort of medical graduates and how they changes over time. **Methods:** In the pilot phase, a series of qualitative studies will be conducted to identify job attributes that may increase medical graduates' uptake of rural postings, based on which a DCE will be designed and piloted. The main study will include a quantitative DCE to investigate the students' **stated preferences** for various policy interventions that may be used to recruit health professionals to rural areas. The cohort of the medical student will be followed up to observe the actual career choices (**revealed preferences**) and changes over time. **Outcome Measures:** Evidence-based and local adapted HR policy packages in each sampled province to improve rural attraction and retention for health professionals. **Implications:** Policy to encourage doctors to opt for rural service would require offering a package of strategies which covers an array of financial and non-financial incentives; there can be no one-size-fits all approach to meet the needs of a group of doctors.				