

Three Smart Moves for Physician Recruitment Success



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In a competitive physician recruitment environment, how do some organizations consistently outperform all others?

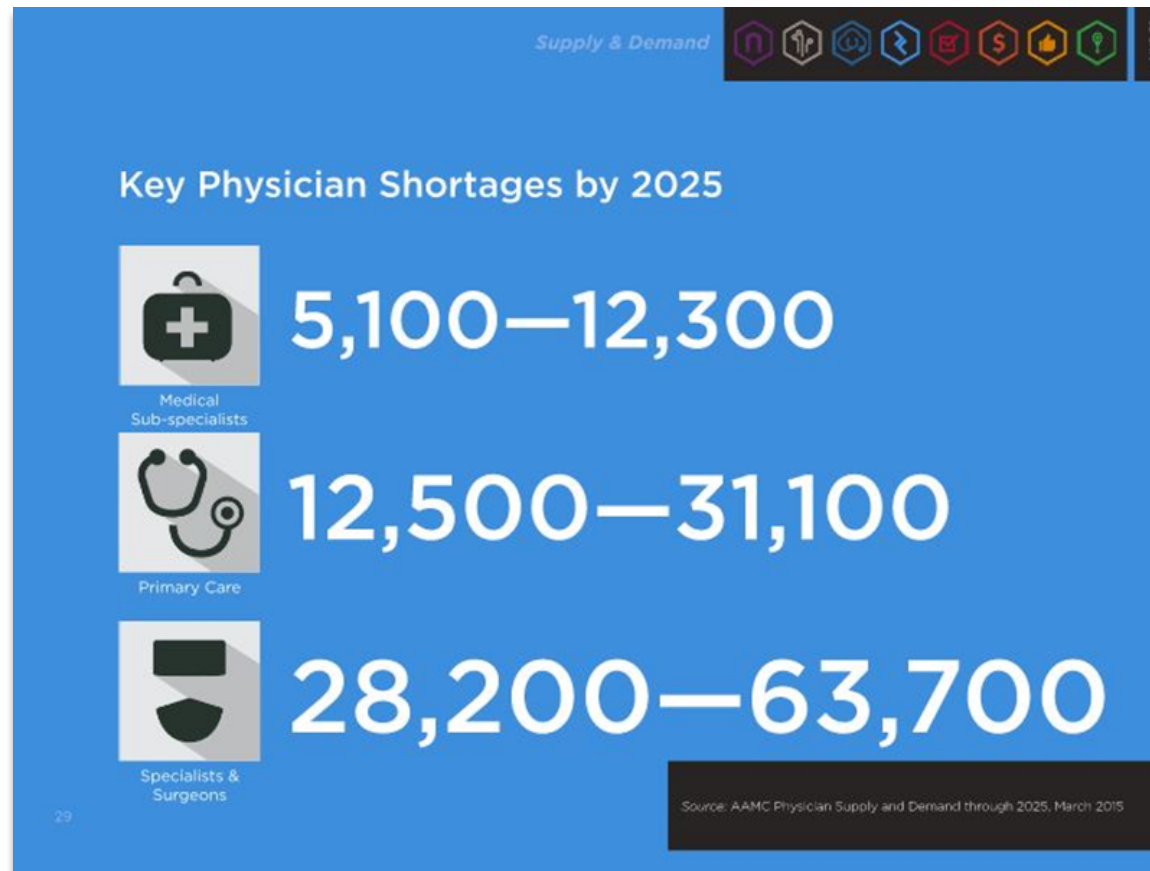
Learn how to recruit faster, more efficiently and at less cost.

Bonus content:
*Recruitment Firm
Evaluation Checklist
& Sample
Questions*

Physician Landscape



Physician Shortage



SOURCE:
AAMC Physician Supply and Demand through 2025, March 2015

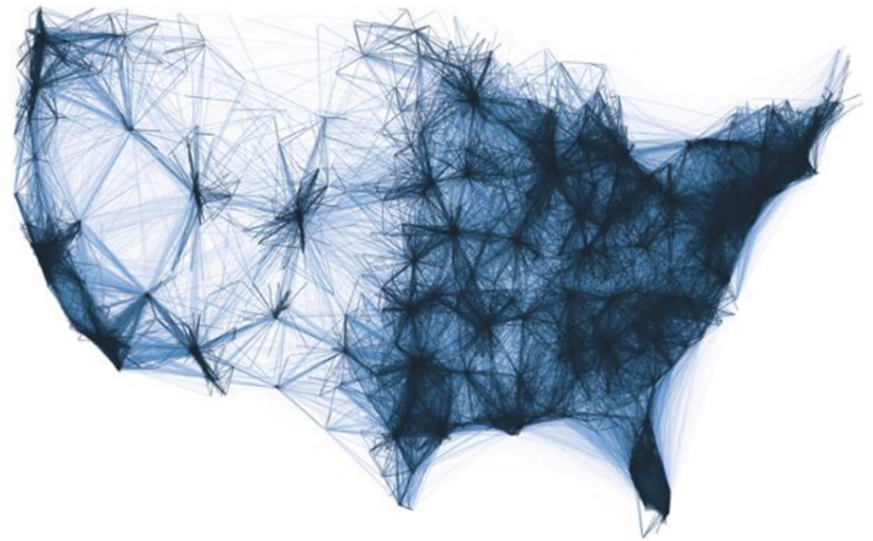
Competition is Fierce

About 20%

of Americans live in rural areas where many do not have easy access to primary care or specialist services

Major Cities

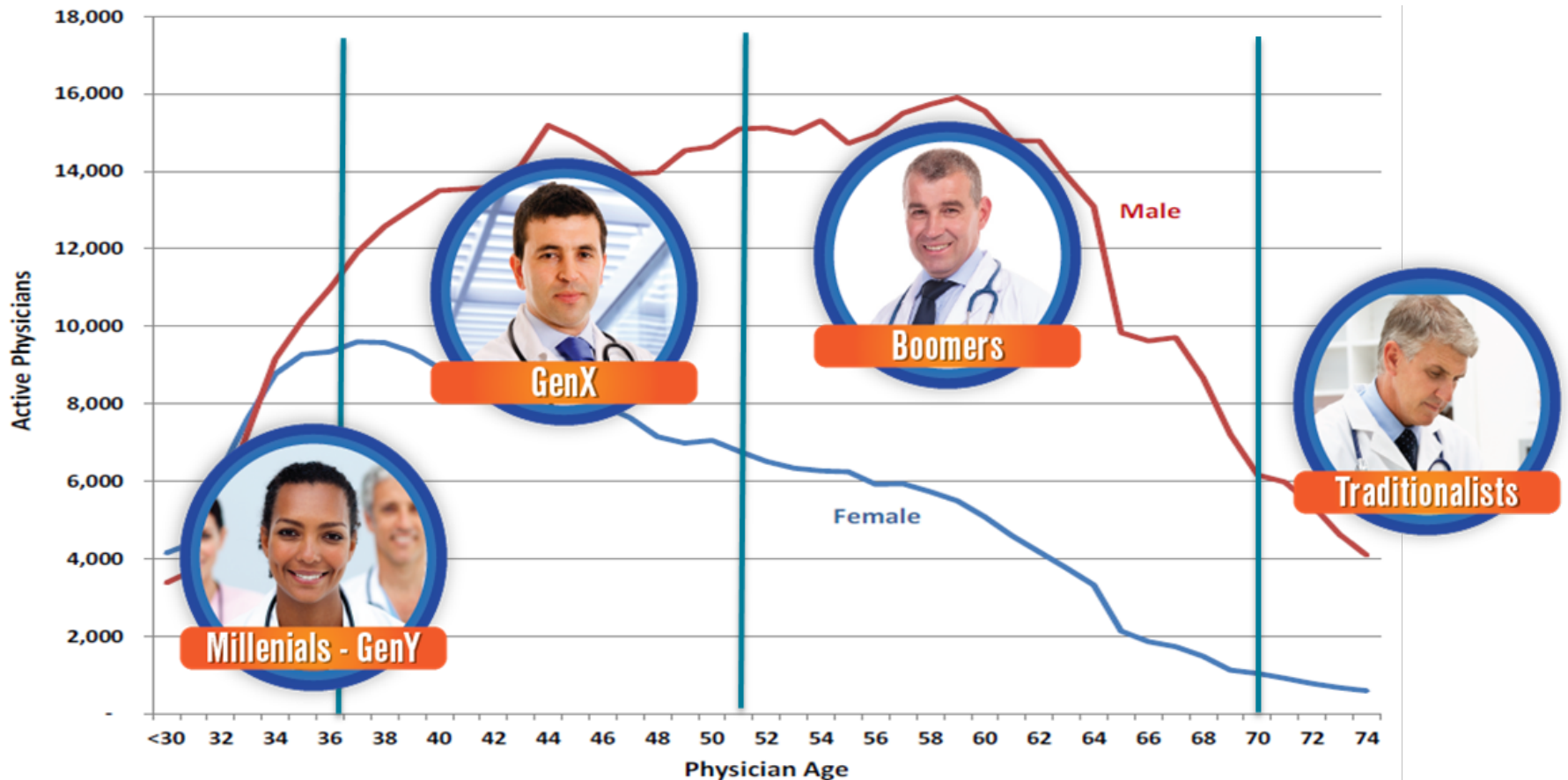
are attractive destinations, but physicians have many competing choices



SOURCE: Trend Watch, American Hospital Association, January 2015
SOURCE: Doximity

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Changing Face of Medicine



SOURCE:

AAMC The Complexities of Physician Supply and Demand, April 2016

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Social-Digital Media



Rise of the Digital Omnivore



Maximizing Multi-Screen Engagement Among Clinicians,
Epocrates, Inc. 2013

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Rise of the Digital Omnivore

75% +

physicians use
smartphones and
tablets for professional
reasons

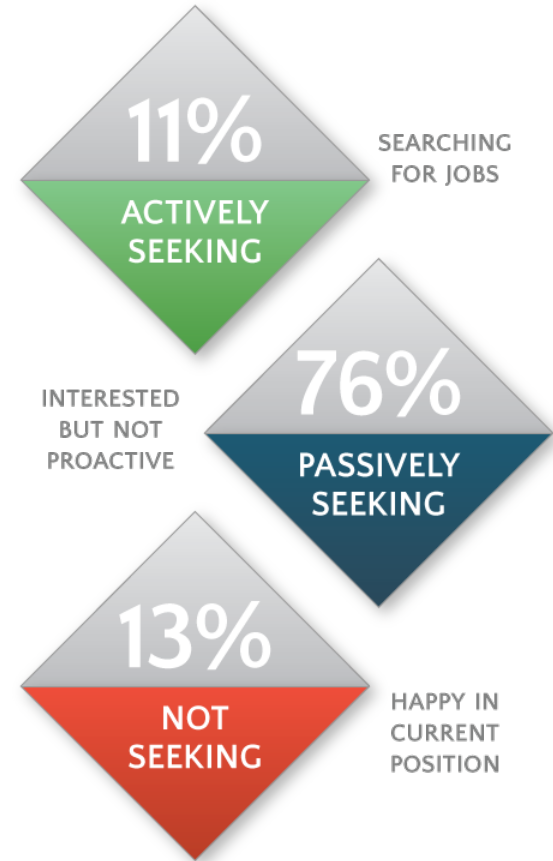


SOURCE:
MedData Group

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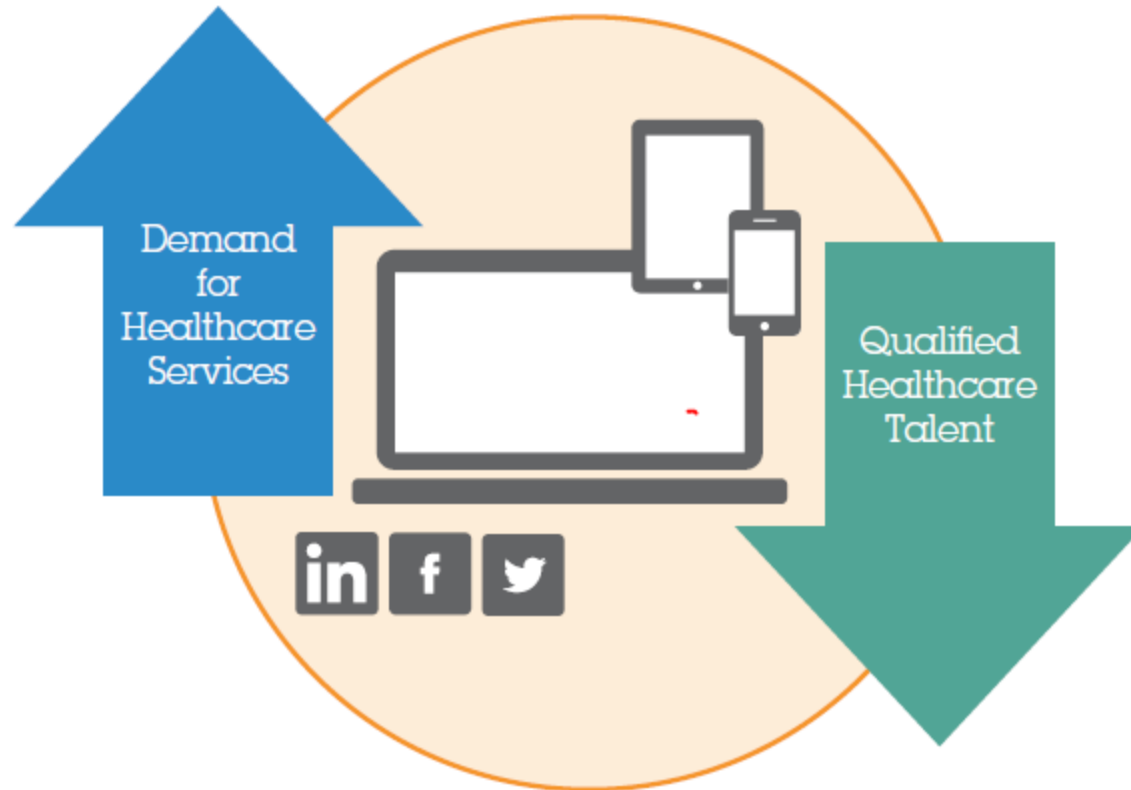


Few Candidates Are Active Seekers



Source: MDigitalLife

Innovations & Best Practices

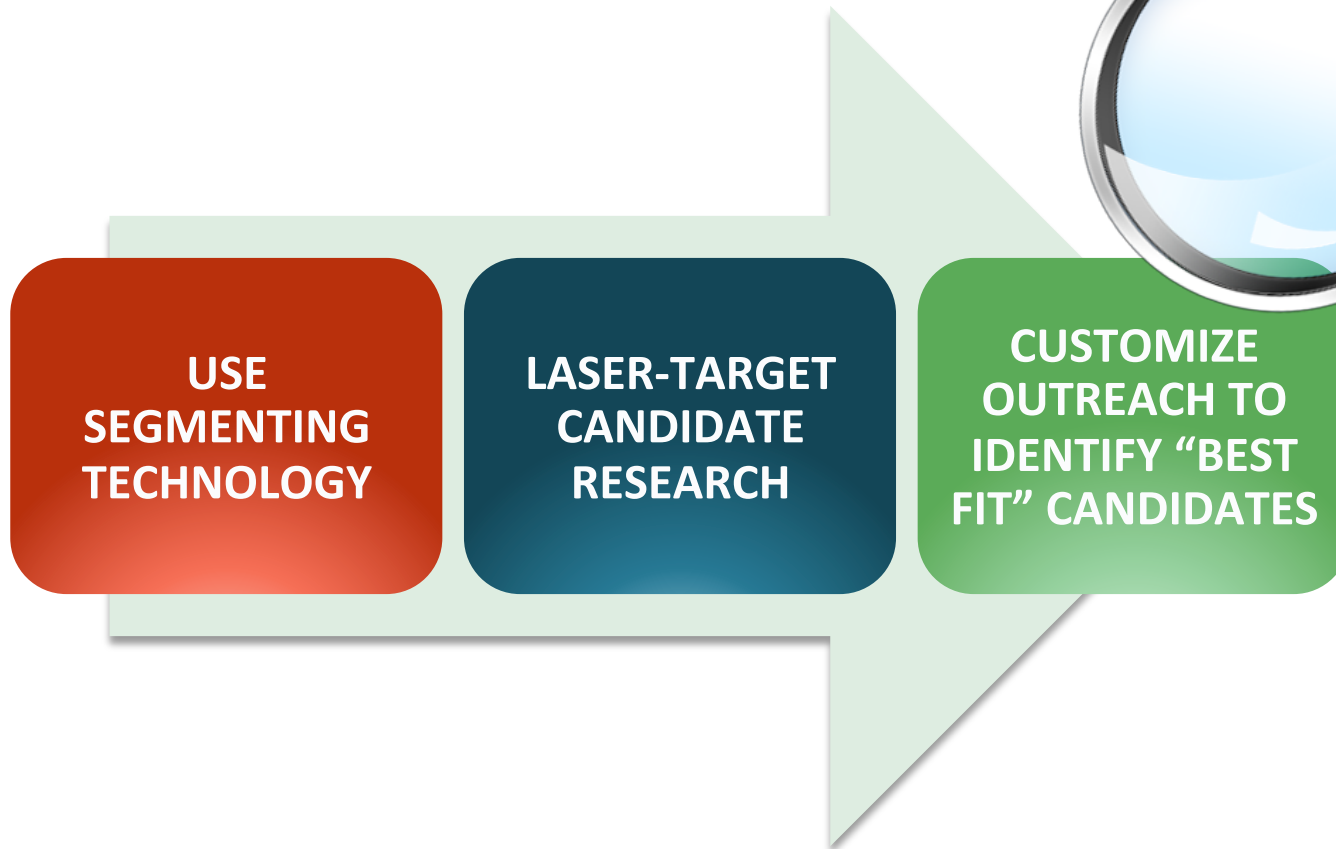


SOURCE:
HealtheCareers

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Focus on Fit First!





Be Fast – But Strategic





Rise Above the Noise





Be “Discovered” by Passive Candidates

Connect Via Social Media:

- 60% of physicians’ most popular activities on social are following what colleagues are sharing and discussing
- 2/3 of doctors are using social media for professional services
- 31% of health care professionals use social media for professional networking and development





Roll Out the Red Carpet

Will this make the candidate feel special?

Make the on-site interview memorable!

Utilize your “best salespeople”

Include the family from the first visit

60% social / 40% business

Sell the vision





Deliver a Highly Personalized Candidate Experience

"My recruiter put together the perfect fit. He expedited the process, and it went much faster and more smoothly than I had anticipated."





Recruiting for Retention Drives ROI

Turnover Costs Well Over \$1 Million Per Physician

The Right Hire:

Recruiting costs: **\$250,000**

Search expenses, sign-on bonuses,
income guarantees, relocation costs

The Wrong Hire:

Lost Revenue: **\$1,000,000+**

\$1,811,083 avg. annual revenue/physician (GI)

PLUS the Hidden Costs of High Turnover

- Orientation, credentialing and training costs for new physicians
- Wasted administrative time
- Decreased productivity, low morale and lost patient loyalty



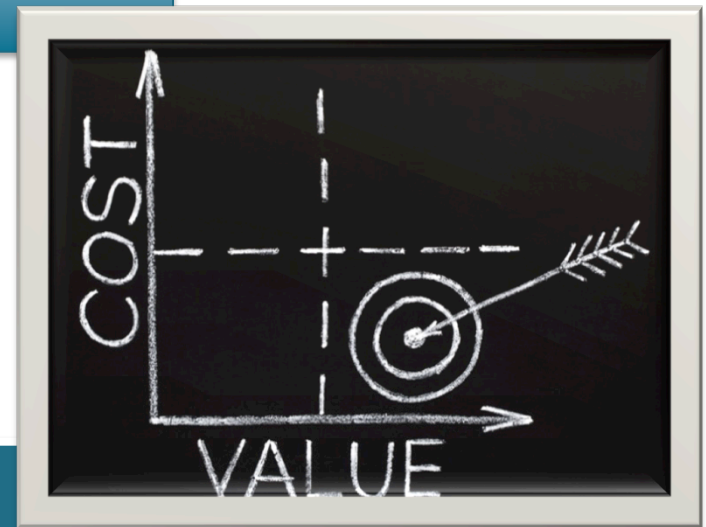


Delivering Return on Investment

Benchmark recruitment metrics
to exceed industry standards:

- Time to fill faster than 60 days
- Acceptance rate greater than 90%
- Fewer than 3 interviews for every hire
- Achieve return investment on within the first full year of practice

The Value of
Efficiently Recruiting for Fit





10 Point Checklist

Recruitment Partner Selection Criteria

- ① Reputation
- ② Industry Insight
- ③ Action
- ④ Quality Controls
- ⑤ Turnover
- ⑥ Relevant Engagements
- ⑦ Client Retention
- ⑧ Industry Associations
- ⑨ Leadership
- ⑩ Client/Consultant Fit

SOURCE:

Hospitals & Health Networks, Paul Keckley, PhD. and Marina Karp, June 15, 2016

Recruitment Firm Capabilities



Questions you should ask... 

Recruit for Fit



*How do you
overcome unique
challenges for
organizations
like ours?*

Recruit for Fit



*How do you
attract the right
candidates while
being transparent
about the
challenges
of the practice?*

Recruit Efficiently



*How do you
reduce the number
of interviews?*

Recruit Efficiently



*How do you help
clients develop
their recruitment
process over time?*

Recruit Efficiently



*How do you
accelerate
time-to-fill?*

Recruit Continuously



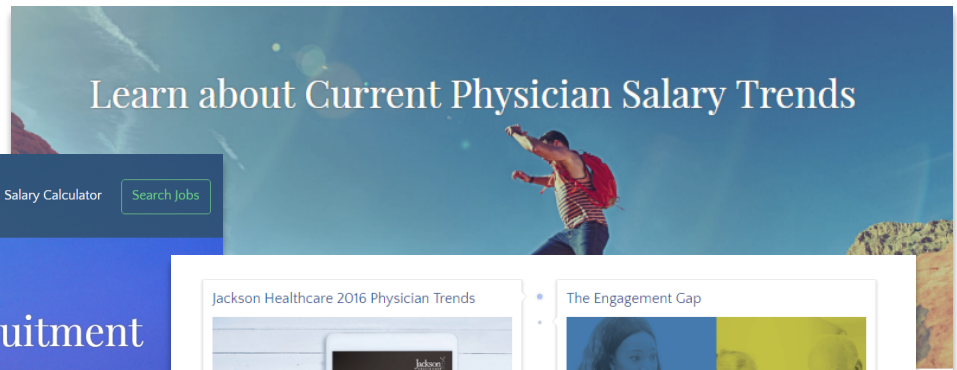
*How do you keep
the pipeline full?*

Recruitment Partnership Model



Resources

- Physician Supply, Salary & Revenue Contribution Calculator
- Physician Engagement & Alignment Report
- Physician Trends Report
- Recruiters Edge eBooks



Meet Your Presenter



Tony Stajduhar
President



***Builds Recruitment Scale • Leverages New Technologies
Shares Knowledge of Industry Trends***

"The most rewarding part of my job is knowing our team has helped thousands of clients bring physicians into their communities to build a fulfilling practice and establish a satisfying life for themselves and their families."

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