

Effective Physician Recruitment and Retention Requires Both **Art** and **Science**.



WHAT IS DRIVING INNOVATIONS IN RECRUITING?

Staying current (and keeping the relationship focus) in an ever-evolving digital world.

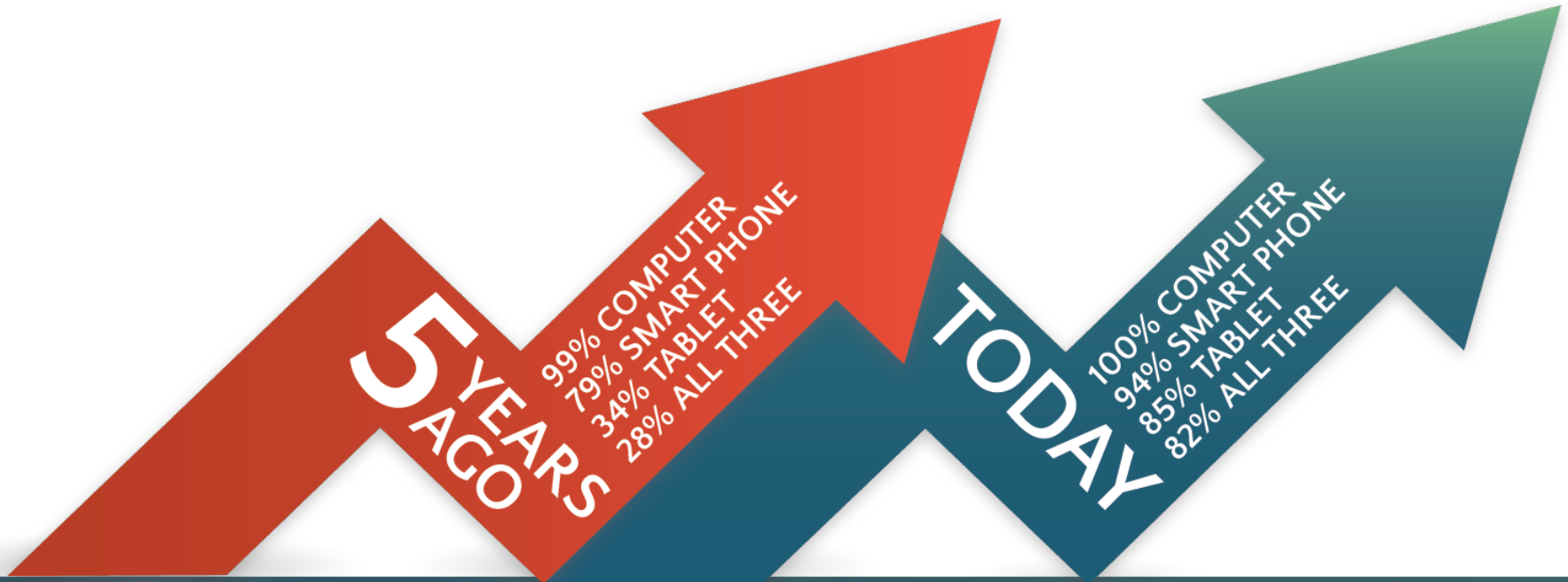
**Art or
Science**

| *Effective Physician Recruitment and Retention
Requires Both*

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Recruiting in the Age of the Digital Omnivore

75% of physicians use smartphones and tablets for professional purposes.



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Declining Supply and Increasingly High Demand of Physicians

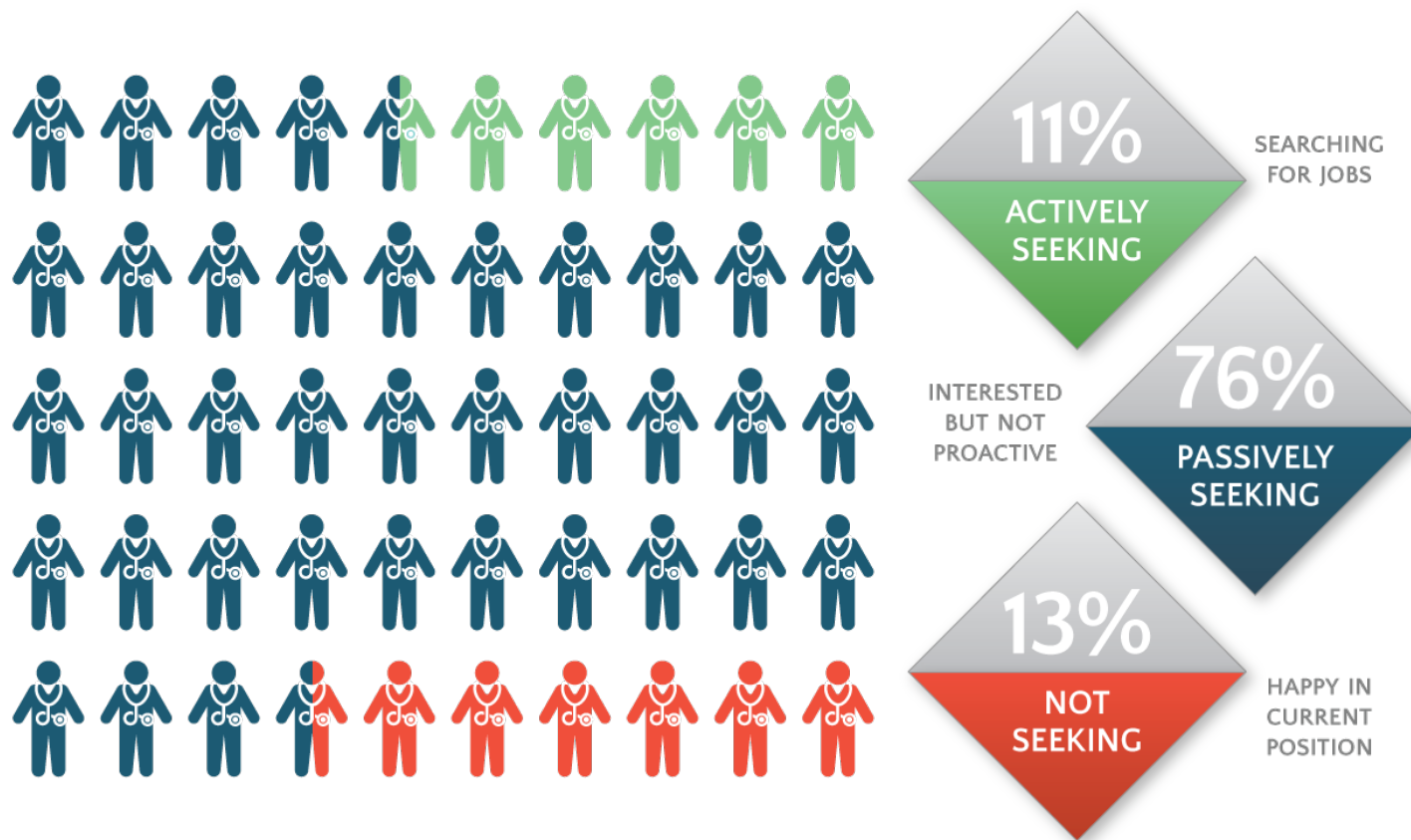
72%

of physicians
believe there
is a physician
shortage

Scenarios that impact demand:

- Changing demographics
- ACA expanded medical insurance coverage
- Integrated care delivery model
- Expanded use of retail clinics
- Increased use of advanced practice nurses

Low Supply and High Demand Means Increased Need to Reach Passive Candidates



INNOVATE YOUR RECRUITMENT PROCESS

Staying current (and keeping the relationship focus) in an ever-evolving digital world.

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Success Factors for Effective Recruitment



Identify the **controllable variables** that you can **leverage** for **successful outcomes**



Employ **modern recruitment technologies and techniques** that provide a competitive recruitment edge



Create **benchmark metrics** that will measure recruitment performance and return on investment

It Takes Both Art and Science

**THE ART OF
RELATIONSHIPS AND
EXPERIENCES**

**THE SCIENCE OF
SYSTEMS, TECH AND
DATA**

Utilize both sides of your recruiting brain by keeping your program agile, keeping up with market insights and marketing technology, as well as tapping the time-tested principles of relationship building and delivering a superior experience.

3 Steps to an Artistic *and* Scientific Recruitment Process

*The modern recruiting strategy employs the **discipline and innovation of science** with the **art of relationships**.*

STEP ONE

Establish **trusting relationships** with **recruitment partners, physician candidates**, and your own internal hiring team.

3 Steps to an Artistic *and* Scientific Recruitment Process

*The modern recruiting strategy employs the **discipline and innovation of science** with the **art of relationships**.*

STEP TWO

Innovate and drive your recruitment process to reach a **wider pool of physicians** -- particularly **passive physician candidates** – with **digital recruitment** *and* **networking tools**.

3 Steps to an Artistic *and* Scientific Recruitment Process

*The modern recruiting strategy employs the **discipline and innovation of science** with the **art of relationships**.*

STEP THREE

Build an **agile, well-structured recruiting system** coupled with a **highly personalized, first-class candidate experience** -- utilize both high-tech *and* high-touch communications.

The Jackson Physician Search Recruiting Process



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INNOVATIVE RECRUITING BEST PRACTICES

Insider Tips to Boost Your Recruitment ROI

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Creating a Winning Recruiting Strategy

6 tips

to winning top
physician talent
in a highly
competitive
market

1. Draft a winning interview team
2. Recruit aggressively
3. Timeliness is critical
4. Your recruiter is your best ally
5. Be flexible
6. Be prepared to make a decision



Engage (Don't Inundate!) Candidates



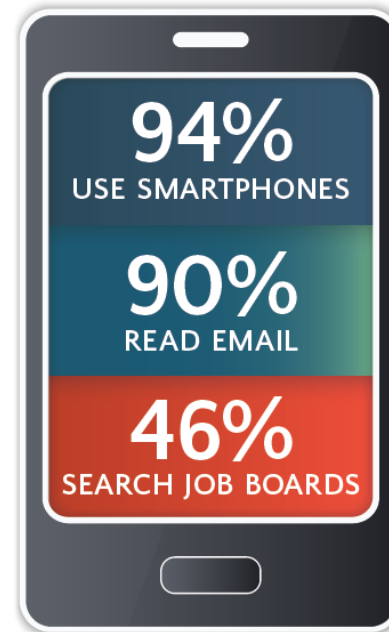
24 COMPANIES
MADE CONTACT

CONCLUSION
MANY CANDIDATES
WILL NOT SIGN UP
OR POST CV'S



Get Discovered by Passive Candidates

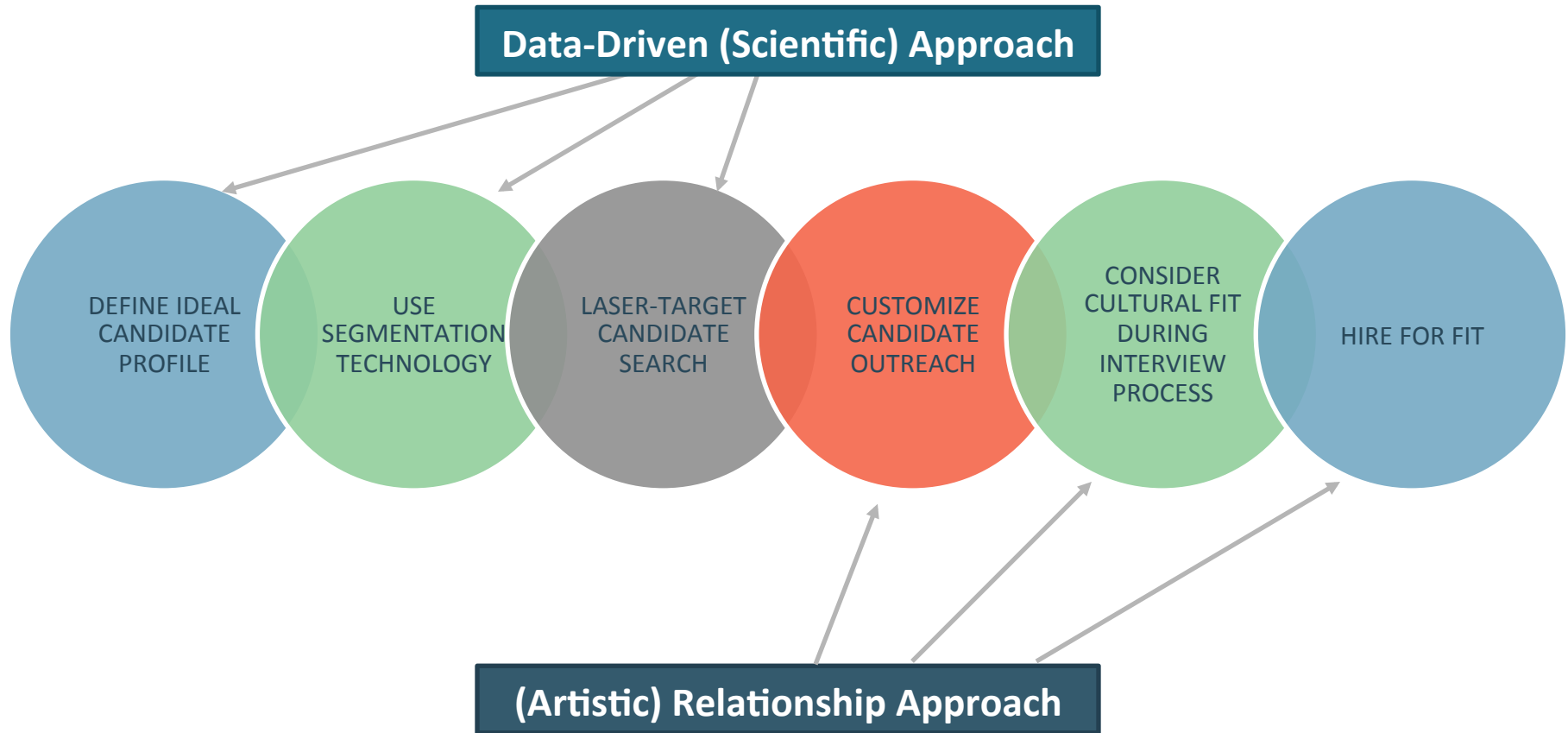
- 60% of physicians' most popular activities on social are **following what colleagues are sharing and discussing.**
- 2/3 of doctors are using social media for **professional services.**
- 31% of healthcare professionals use social media for **professional networking and development.**



PHYSICIANS
USING
TECHNOLOGY
TODAY



6 Practical Steps to Optimize Fit





Customize the Interview Process





Measure Your Recruitment ROI

Benchmark your **recruitment metrics** and strive to exceed industry standards:

TIME TO FILL LESS THAN 60 DAYS

ACCEPTANCE RATE OVER 90%

LESS THAN 3 INTERVIEWS PER HIRE

RETURN 10X COST OF HIRE IN FIRST YEAR



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+**

\$1,448,458 avg. annual revenue/physician

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

PATHWAY TO AN INNOVATIVE RECRUITMENT PROCESS

Key takeaways to artfully and scientifically recruit (and retain) top physicians

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Pathway to an Innovative Recruitment Process

1

Manage (and leverage) controllable variables for successful outcomes:

- Create a recruitment system for efficient communication and timely decision-making to produce consistent, successful results long-term.
- Deliver an unparalleled physician experience from sourcing to signing (and beyond).

Pathway to an Innovative Recruitment Process

2

Access newer recruitment technologies and techniques that provide a competitive recruitment edge

- Make your organization discoverable to passive candidates through social media engagement
- Laser-focus your candidate search
- Customize outreach to identify “best fit” candidates

Pathway to an Innovative Recruitment Process



*Measure your
improvement in
recruitment
performance and ROI*

- Know your current cost of hire
- Take cost out by eliminating bottlenecks, redundant or unnecessary activities that waste time (candidate's *and* the recruitment team)
- Benchmark key performance indicators

RESOURCES

For more information on data and trends mentioned here.

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Resources

2016 Physician Trends and Recruitment Landscape Report



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Physician Engagement & Alignment 2016 Report



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THANK YOU

Visit our site to learn more at jacksonphysiciansearch.com

OR

Reach out to our consultants directly at 866.284.3328

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