Critical Success Factors for Growth and ROI
WHAT BEST PRACTICES DRIVE RETURN ON YOUR INVESTMENT IN RECRUITING PHYSICIANS?

Investing in best practices makes “dollars and sense,” when $1 million in annual revenue per physician is at stake.
ONE Define **accountabilities for leadership** and **recruitment teams** that impact time to fill and retention.

TWO Identify **key performance indicators** for measuring the **efficiency** of your recruitment program.

THREE Determine the **benchmark data points** for building your **ROI model**.
What is the Key to ROI?

RECRUIT EFFICIENTLY

RECRUIT TO RETAIN

Faster Fills with Physicians Who Fit!
Be Fast and Strategic

- Streamline the Process
- Shorten the Search
- Control your Expenses

Source: MGMA, Family Medicine physician revenue approx. $1 million per year

Accelerating a Search by 30 days = $80,000+ in Revenue
MMS Job Opportunity Preferences

Source: 2017 Recruiter Physicians Survey; www.mmslists.com
Rise Above the Noise

1 in Four Practicing Physicians Receive 24–40 Potential Job Opportunities a Month

95% Prefer Job Info Via Email
94% Use Smartphones
88% Use Personal & Prof. Referrals
46% Attentive to Job Board Alerts
16% Read Direct Mail

ROI | Recruitment. Retention. Revenue. Critical Success Factors for Growth and ROI

Jackson Physician Search
Use Social Media to get Noticed by Passive Candidates

66% of doctors are using social media for professional services

60% of physicians’ most popular social media activities are following colleagues’ discussions

31% of health care professionals use social media for professional networking and development

Source: MDigitalLife
Make Recruiting a Top Priority

- Recognize Physicians and Advanced Practice Professionals are the #1 Asset of the Hospital
- Make Recruitment and Retention a Priority
- Develop a Retention Culture
- Build Foundation of Transparency and Trust
- Work with Recruiter to Optimize Strategy

Critical Success Factors for Growth and ROI
Be Strategic & Agile in Recruitment

How To Win Top Physician Talent:

- Recruit Aggressively
- Draft a Winning Interview Team
- Pay Close Attention to Timelines
- Be Flexible
- Think Outside the Box
- Be Prepared to Make a Decision
- Make Your Recruiter Your Best Ally
- Engage Leadership

ROI
Recruitment. Retention. Revenue. Critical Success Factors for Growth and ROI
“My recruiter put together the perfect fit. He expedited the process, and it went much faster and more smoothly than I had anticipated.”
Sample Recruitment & Retention Process

**Administration Medical Staff Planning**
- Position Activation
- Search Firm Engagement
- Marketing Plan

**Physician Recruitment**
- Candidate Acquisition
- Phone Screening

**Physician Champions**
- Phone Interview
- Reference checks

**CEO and VP of Physician Practice Management**
- Interview
  - Includes One-to-One with Physician Champions
- Evaluation
- Hiring

Share Screening Data
Retention begins during the recruitment process

Studies show that the highest rate of physician turnover occurs in the first three years, so work extra hard early on to help physicians fit, succeed, and stay.
Recruit for Retention and Drive 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+
$1,058,055 avg. annual revenue per Family Medicine 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

Source: MGMA, Family Medicine physician revenue approx. $1 million per year
Optimize Return on Investment

Benchmark Recruitment Metrics

- **Time to Fill**: Less than 60 days
- **Acceptance Rate**: Greater than 90%
- **Interviews to Hires**: Fewer than 3
- **Recruitment ROI**: Investment to Hire over the Revenue Generated

Value of the Right Hire vs Cost of the Wrong Hire
THANK YOU

Visit our site to learn more at jacksonphysiciansearch.com
OR
Reach out to our consultants directly at 866.284.3328