

# How to Use Social Media for Physician Recruitment



**WHO**  
do we target on social media



**HOW**  
do we use social media



**WHY**  
do we use social media



**WHAT**  
is social media



**87%**  
of physicians  
**ages 26-55**  
are using social media

Source: CDW Healthcare 2015 Healthcare Social Media Report -  
<http://www.cdwcommunit.com/resources/infographic/social-media/>



**JACKSON**  
Physician Search



# 65%

of "traditional" physicians  
**ages 56-75**  
are using social media

Source: CDW Healthcare 2015 Healthcare Social Media Report -  
<http://www.cdwcommunit.com/resources/infographic/social-media/>



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Physician Search



# RISE OF THE DIGITAL OMNIVOIRE



**94%** of *all* physicians use **smartphones** for professional reasons

Source: Maximizing Multi-Screen Engagement Among Clinicians, Epocrates, Inc. 2013; MedTech Media 2015

# RISE OF THE DIGITAL OMNIVOIRE



**31%** of *all* physicians use **social media** for **professional** networking

Source: Maximizing Multi-Screen Engagement Among Clinicians, Epocrates, Inc. 2013; MedTech Media 2015

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# THE PHYSICIAN SHORTAGE

**Projected physician shortfall between 40,800 and 104,900 by 2030.**

**Demographic trends** continue to be the **primary drivers of increasing demand from 2015 to 2030.**

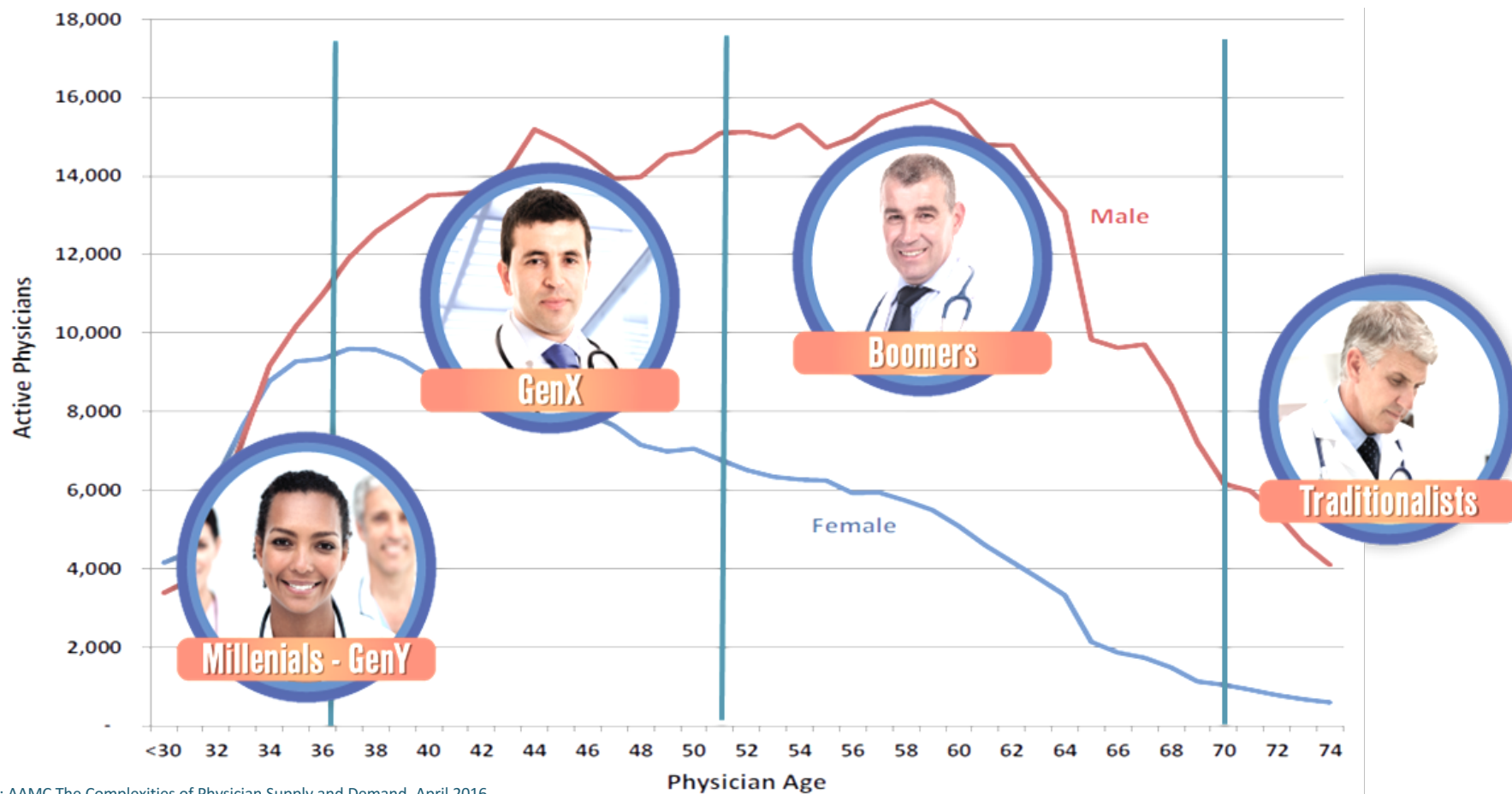
**Physician's retirement decisions** are projected to have the **greatest impact on supply.**

If underserved populations had standard care utilization patterns, **demand for physicians would rise substantially.**

Achieving **population health goals** will likely **raise demand for physicians.**

Source: Jackson Physician Search White Paper, Physician Workforce through 2030, August 2017

# THE FACE OF MEDICINE IS CHANGING



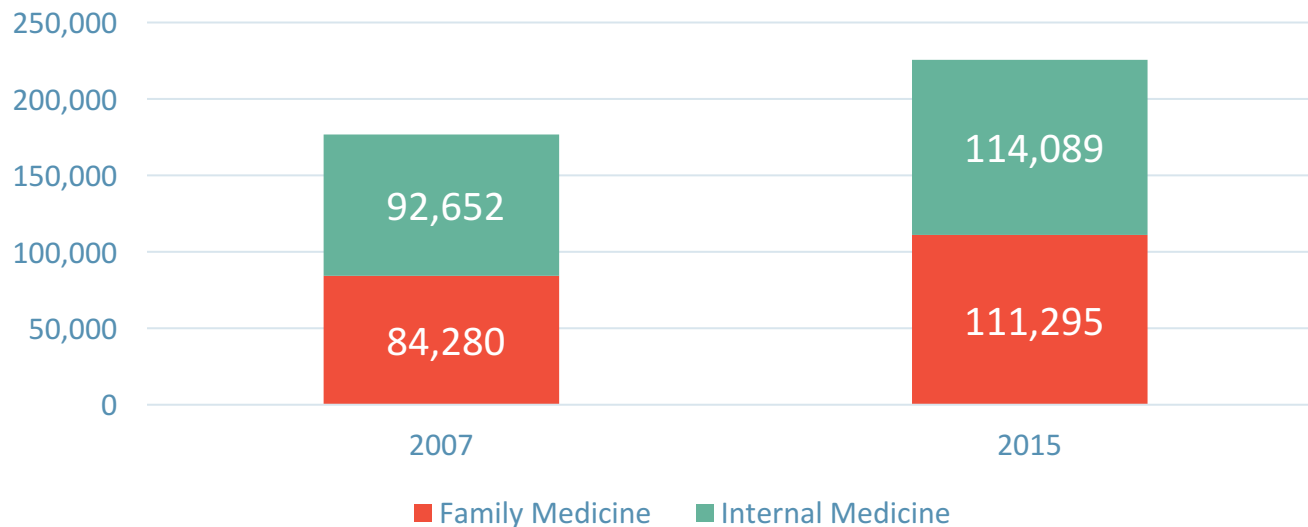
Source: AAMC The Complexities of Physician Supply and Demand, April 2016



# PHYSICIAN SUPPLY INCREASING... BUT NOT ENOUGH

Though the *total* pool of active primary care physicians is growing, it is **not enough to keep up with demand and population growth** which exceeds these numbers significantly.

## Active Primary Care Physicians 2007 vs 2015



Source: AAMC 2008 Physician Specialty Data and AAMC 2016 Physician Specialty Data Report

# SHORTAGE IS ACCUTE OUTSIDE OF MAJOR CITIES



About 20%

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

Only 10%

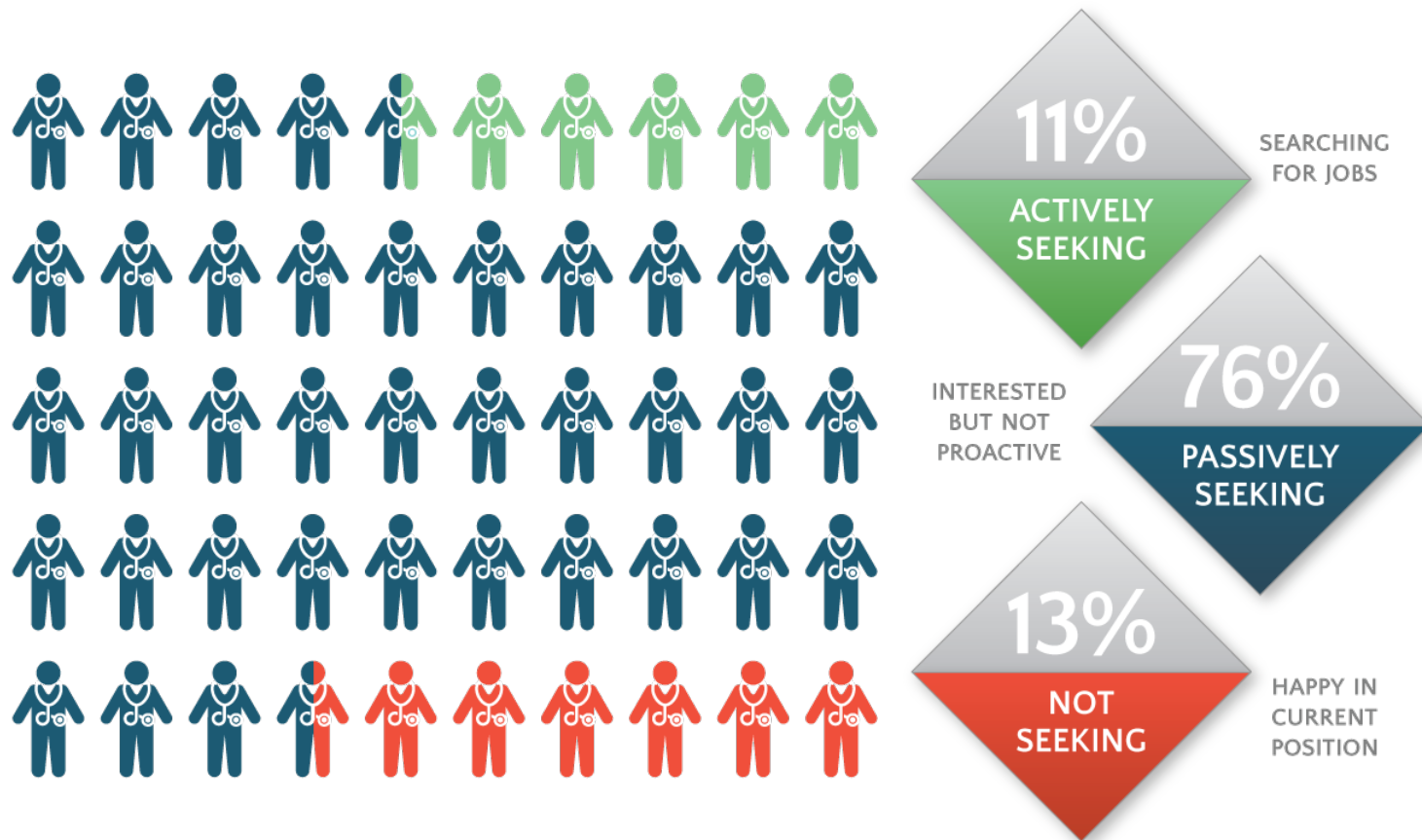
of physicians practice in rural areas

Source: Trend Watch, American Hospital Association, January 2015 and Doximity

Not only are **the candidates scarce**, but it is becoming more and **more difficult to reach them.**



# REACHING PASSIVE CANDIDATES



# BE EFFICIENT AND STRATEGIC



## AND BE RELEVANT

**39%**

of physician candidates  
reported being  
**contacted multiple  
times per week** about  
job opportunities.

*Less than*

**10%**

of **recruiter  
communications are  
relevant** as reported by  
the majority of physicians.

Source: Doximity Physician Survey



Embracing **social and digital media** as a **core strategy** in **recruiting physicians** and other providers has become **central to recruitment success**. But **leveraging social media successfully** requires both a **keen understanding of the candidate pool** and **proficiency in social media** to engagement them.

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# SOCIAL MEDIA





Great for networking and building relationships with slightly more formal (but not stiff) tone.

## SOCIAL MEDIA





Great for highlighting the greatness of your target audience and offering them pointed and valuable job search tips.

# SOCIAL MEDIA







# SOCIAL MEDIA



Great for sharing industry news, articles, stats -- with your witty and smart take on the matter.



# SOCIAL MEDIA



Great for sourcing candidates and potentially sharing relevant content through Doximity's many recruiter tools.

36%

job seekers



83%

job seekers



## SOCIAL MEDIA



70%

job seekers



40%

job seekers

**HOW**  
do we use social media



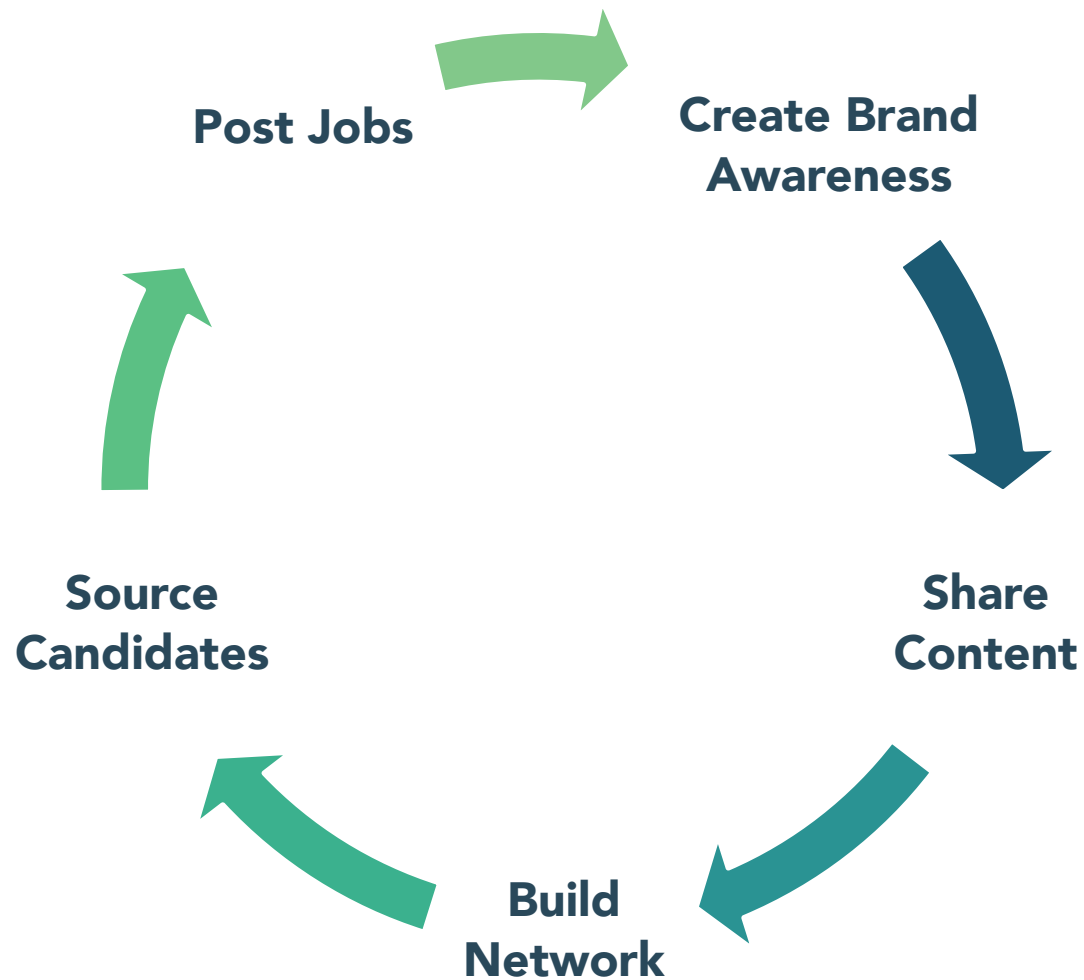
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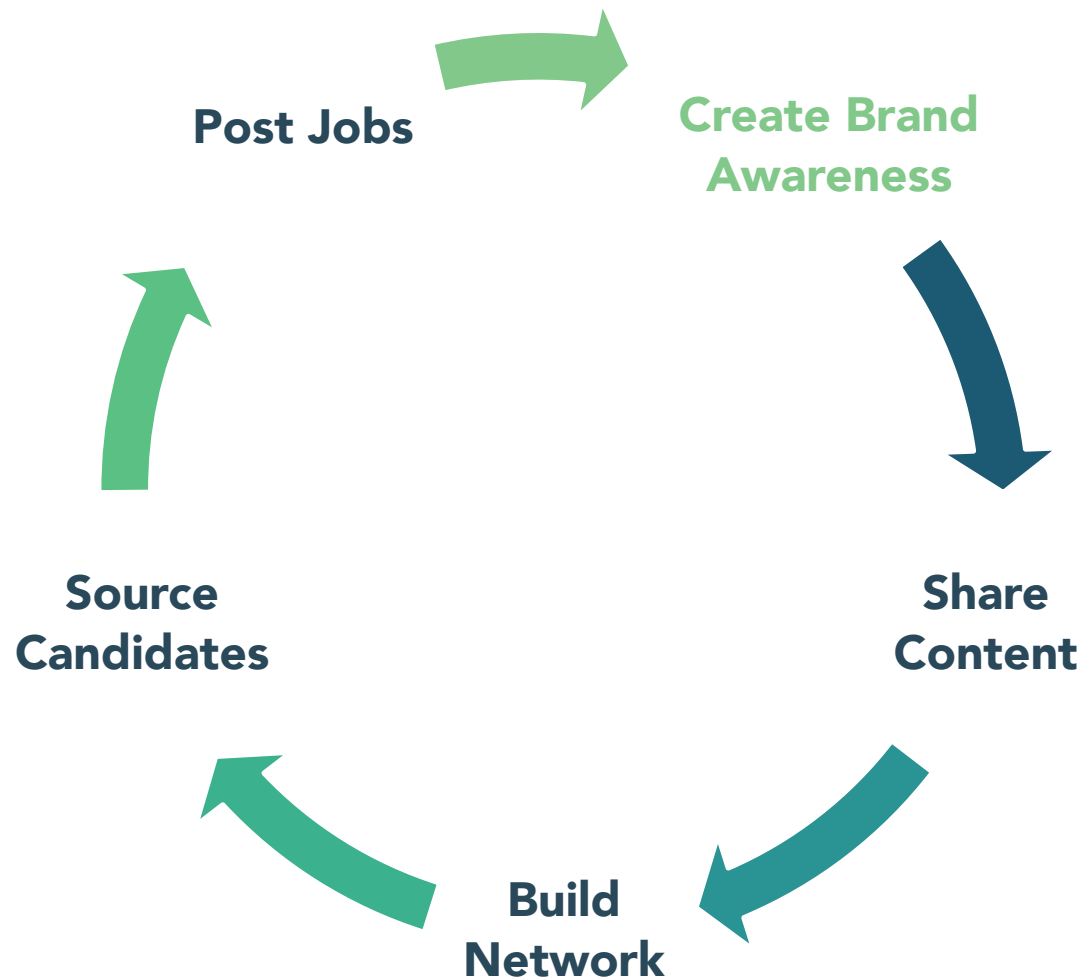
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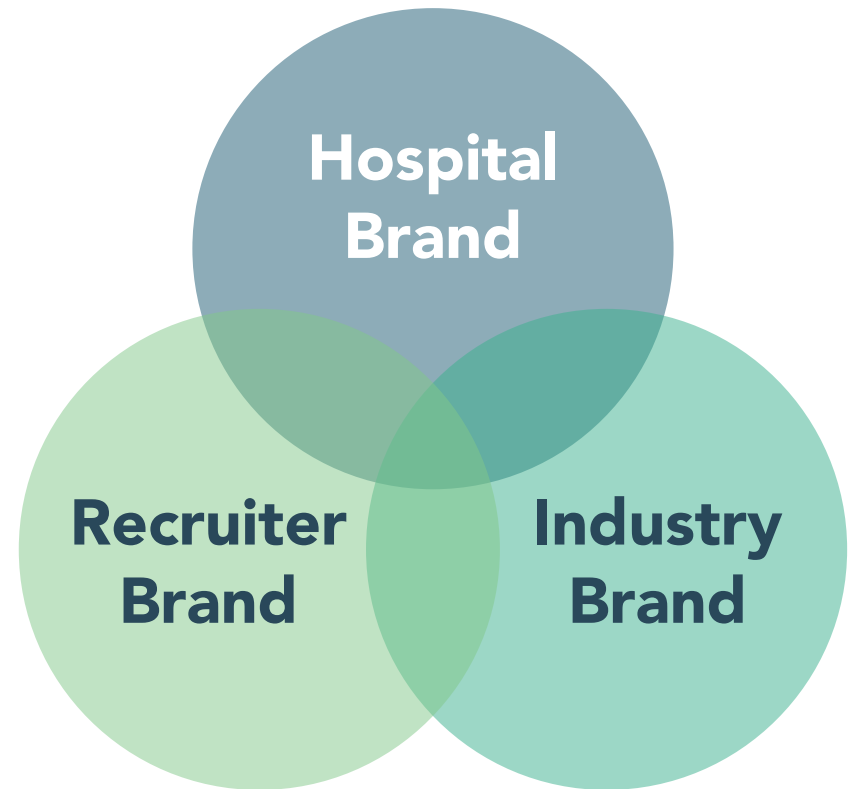




# CREATING BRAND AWARENESS

## Hospital Brand

A reported 56% of job seekers ranked **employer brand** – the company's reputation as a great place to work – **as the deciding factor** when choosing an employer.



# CREATING BRAND AWARENESS

## Hospital Brand

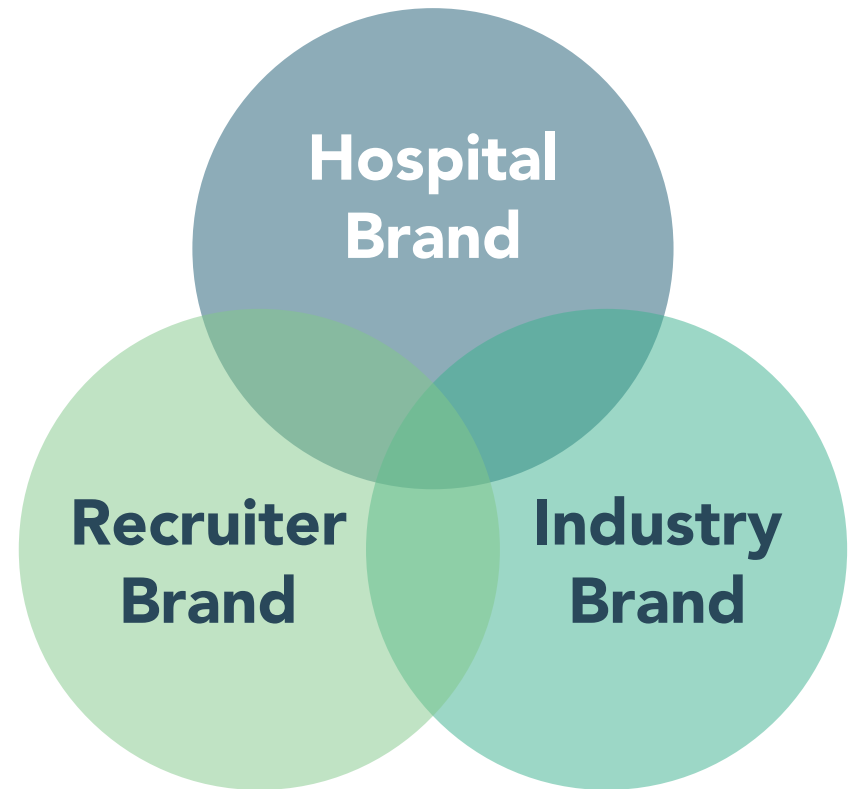
Know your hospital or facility's digital reputation by monitoring the company's pages as well as online resource sites.

### What patients are saying

(Healthgrades, GooglePlus, Facebook)

### What are employees are saying

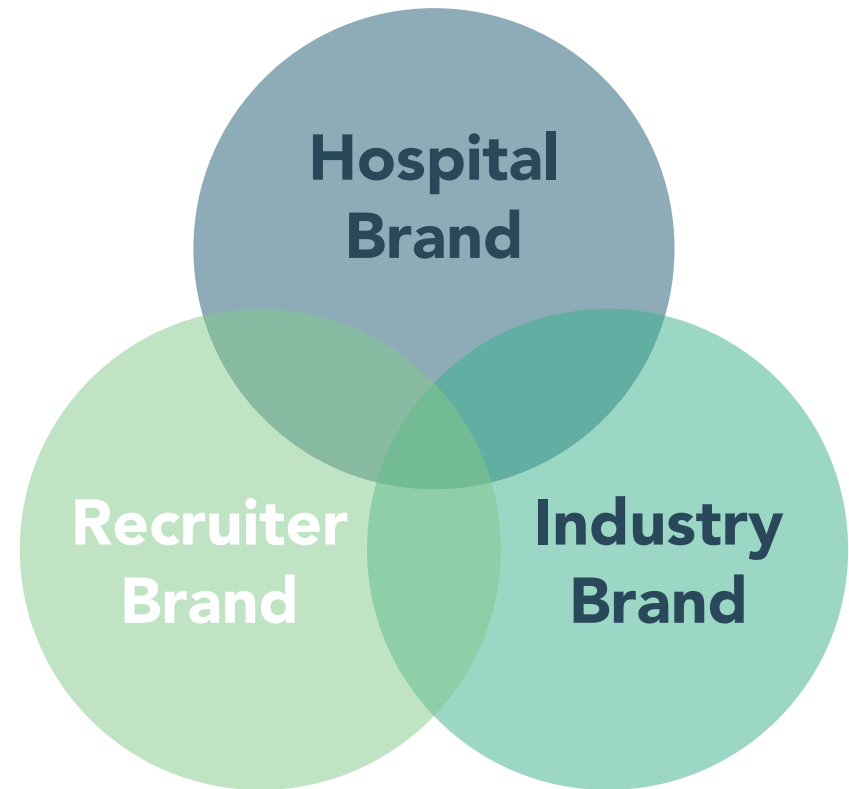
(Glassdoor, also Facebook).



# CREATING BRAND AWARENESS

## Personal Recruiter Brand

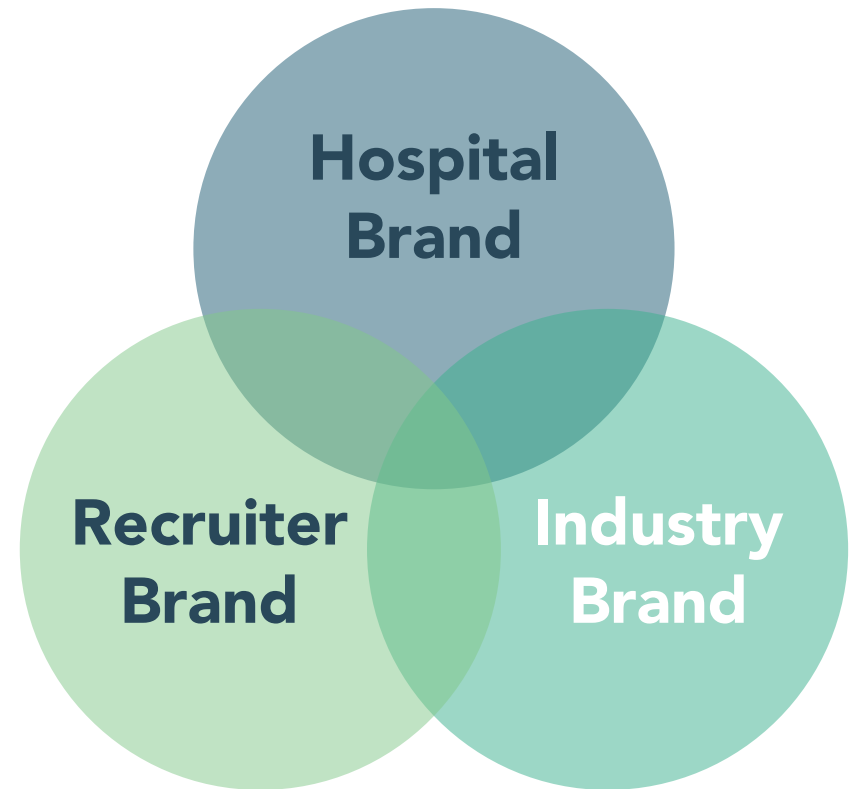
- Create a professional account tied to your work email
- Optimize your profiles
- Use relevant key words in your descriptions
- Use professional and high quality cover and profile photos.
- Build and engage your prospect network
- Continuously post relevant content



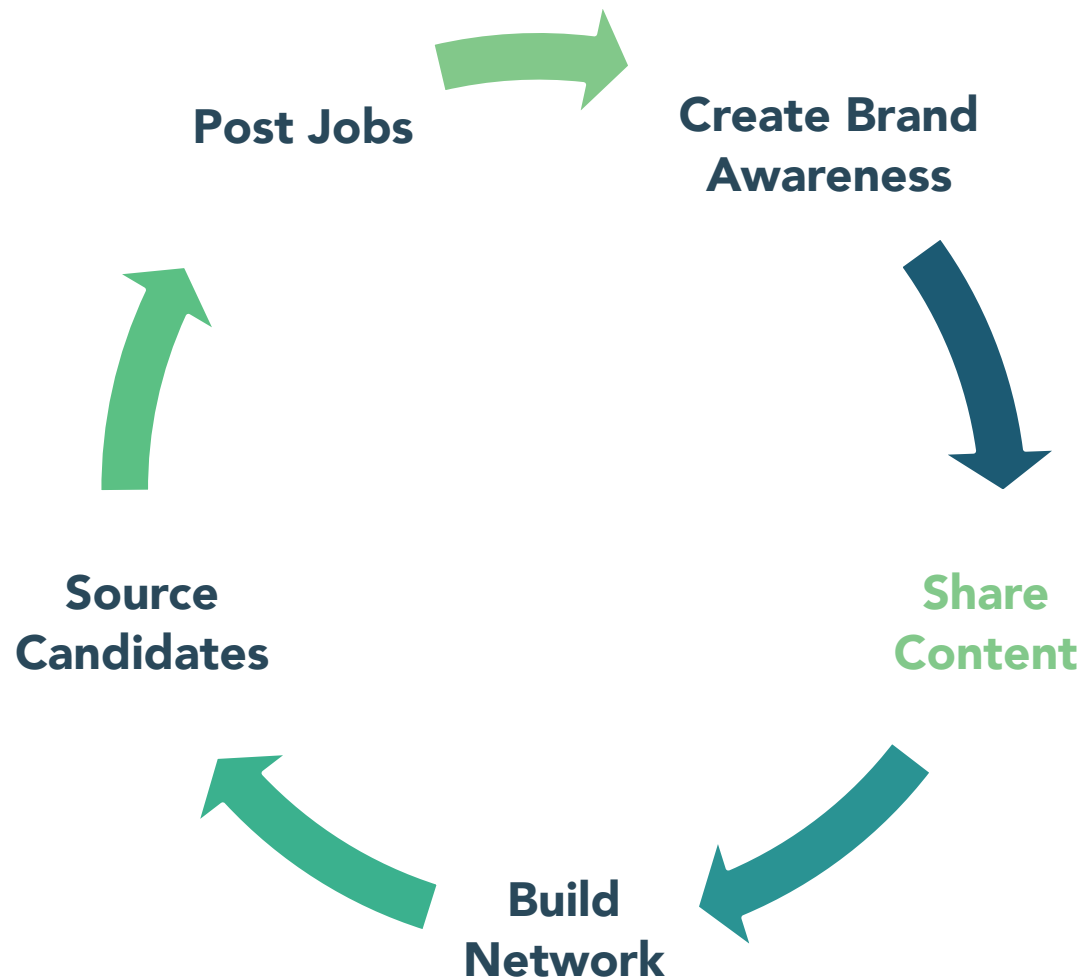
# CREATING BRAND AWARENESS

## Industry Brand

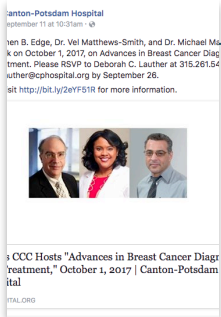
Also keep up with what is going on locally and nationally within your industry and formulate your social media strategy and presence accordingly.







# SHARING CONTENT



## Posts from Your Hospital

- Articles
- Pictures
- Videos
- Upcoming Events



## Posts from Industry Sites and Experts

- Articles
- News
- Infographics
- Videos
- Upcoming Events



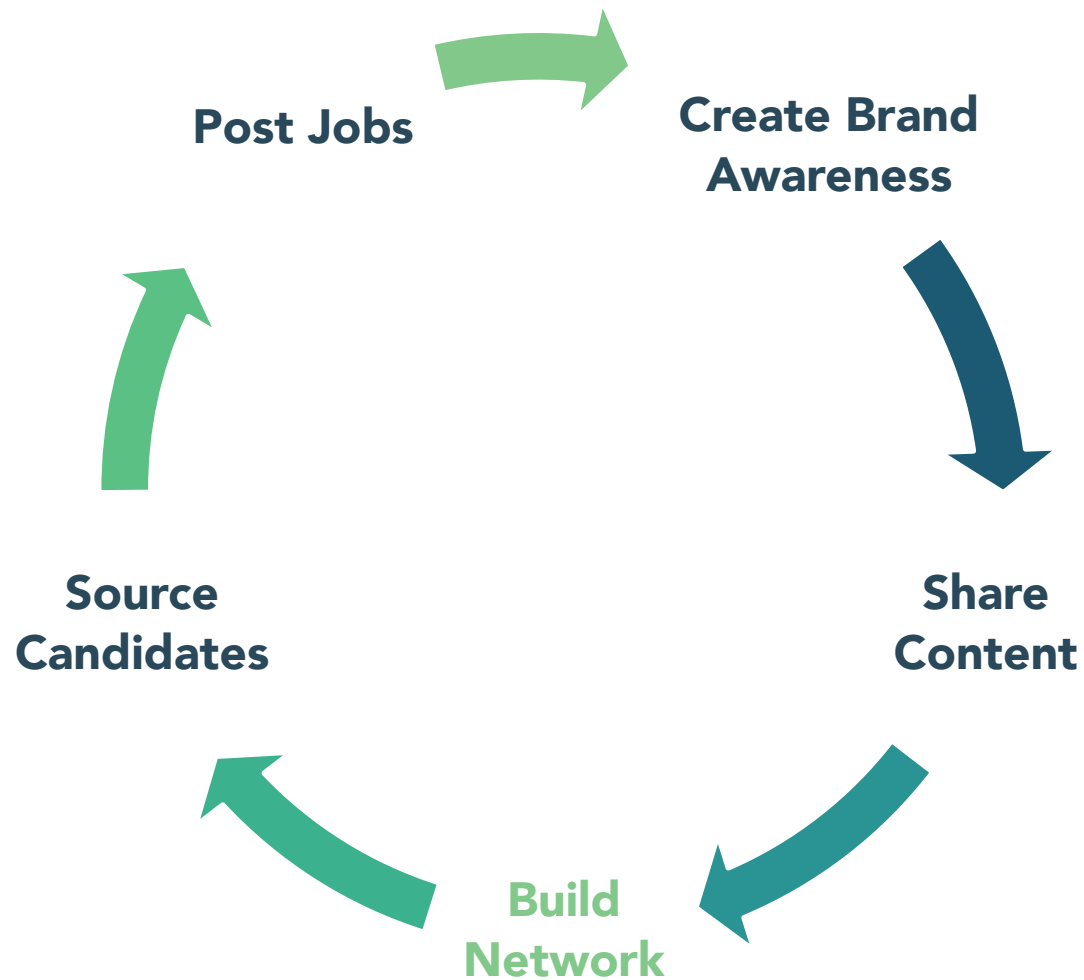
## Posts from Physician Champions

- Stories
- Pictures
- Quotes

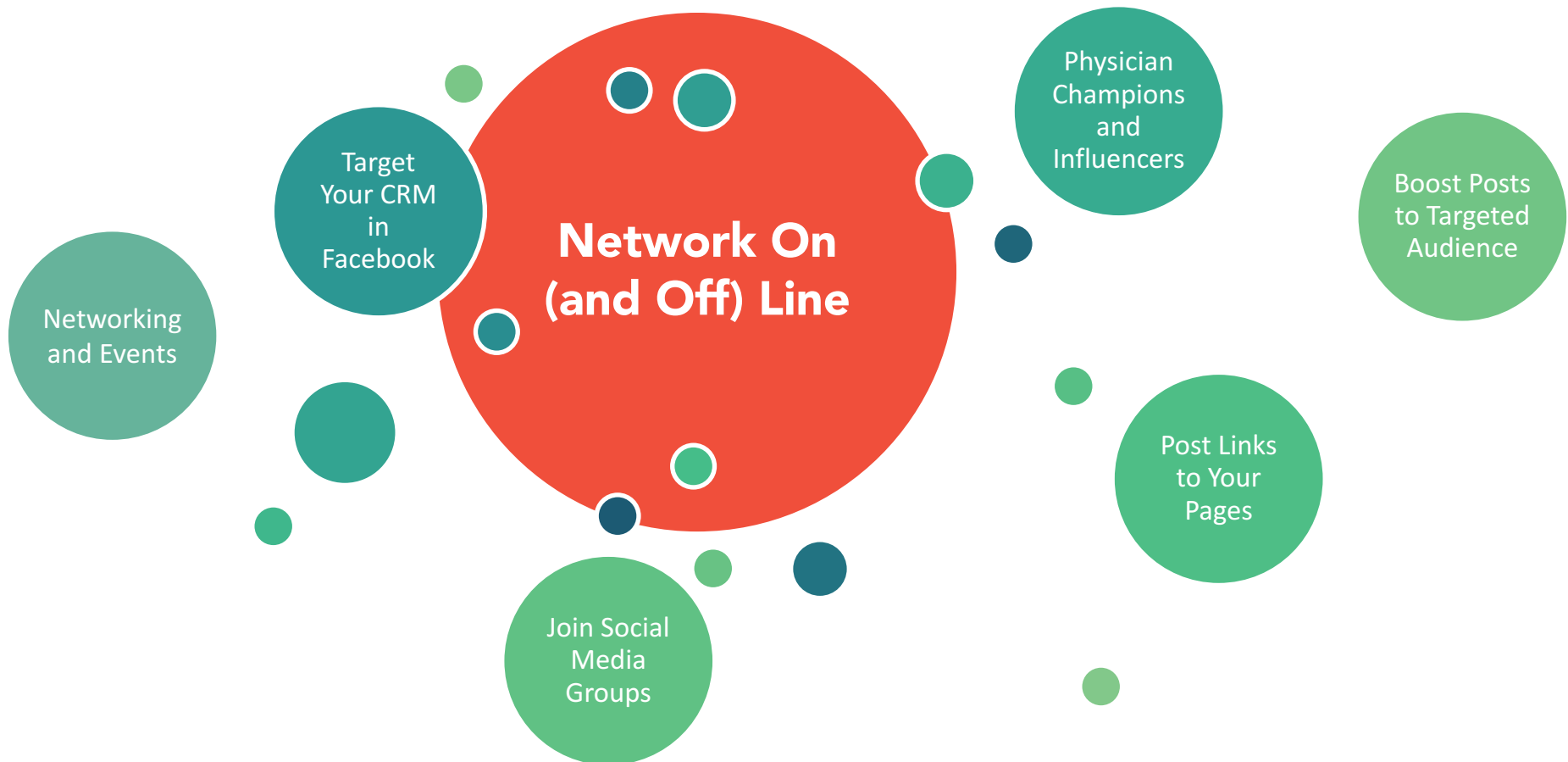


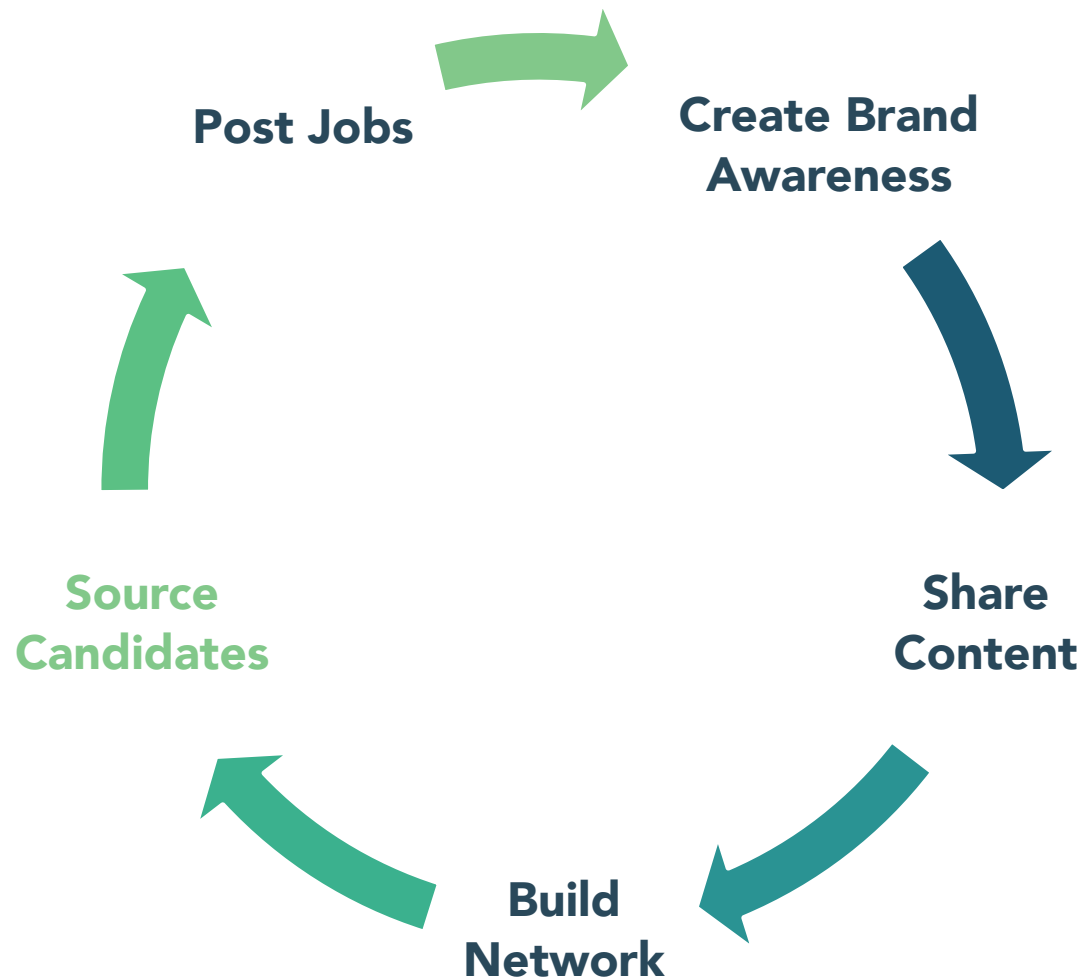
## Create Your Own

- Day in the Life Photos and Videos
- Success Stories
- Video How To's (ie Interview Tips, etc)
- Ask Questions of Your Network
- Stylized Job Postings
- Upcoming Events You are Attending



# BUILDING YOUR NETWORK







# SOURCING CANDIDATES

## Doximity

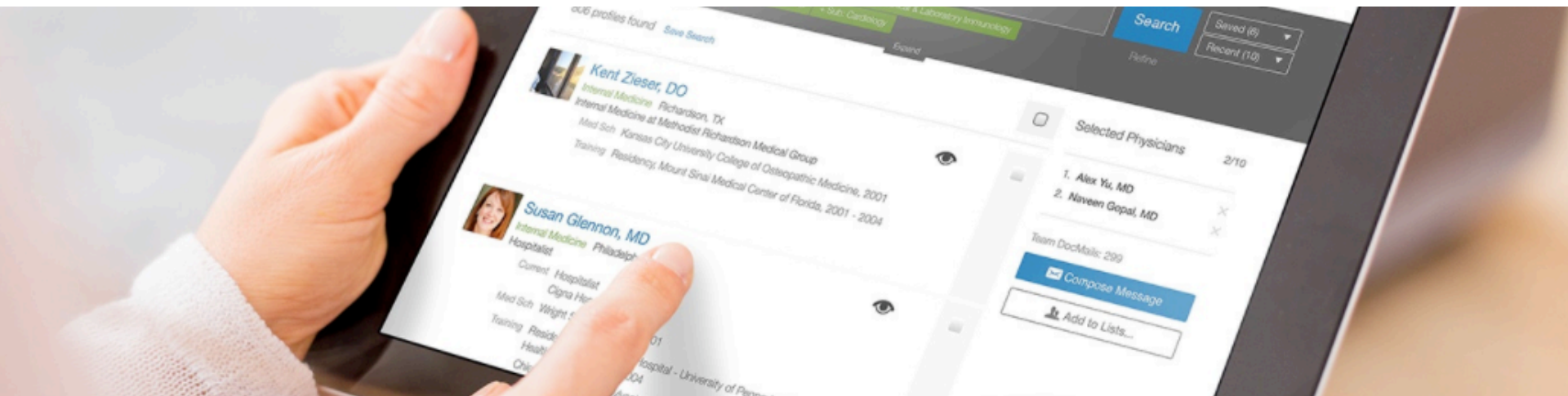
Talent Finder Tool

## LinkedIn

LinkedIn Recruiter Tool

## Facebook

Networking with Followers,  
Groups, Industry Leaders



# POSTING JOBS

**Jackson Physician Search** September 15, 2017 at 11:14am · ✱

An award winning hospital and collegial group in unbelievably gorgeous [#montana](#) is seeking to add another internal medicine physician to their team. [#physicianjobs](#) [#internalmedicinejobs](#)



## INTERNAL MEDICINE PHYSICIAN | Jackson Physician Search

An award winning hospital and collegial group of four internist is seeking to add another BC internal medicine physician that is committed to teamwork and...

HEALTHCAREERS.COM

Not every single job – but highlight very interesting or unique jobs as engaging content to facilitate networking.

**PRO TIP:** Partner with marketing or a colleague with a great eye to create engaging images to go with your jobs!

**JACKSON**  
Physician Search

Approach these social media recruiting activities  
with a strategic and effective protocol.

**We've created an acronym to help you out.**

# HOW TO “DO” SOCIAL MEDIA STRATEGICALLY

**SEGMENT**  
**ENGAGE**  
**AUTHENTIC**  
**RELEVANT**  
**CREDIBLE**  
**HABIT**

# SEGMENT (AND TARGET)

## On Facebook, LinkedIn and Twitter

- Key Word Searches
- Find and Join Relevant Groups
- Hashtag Searches
- Boost Posts to Targeted Audience (i.e. by job title)
- Use a Marketing Platform to Map CRM Data to Social Followers

## On Doximity

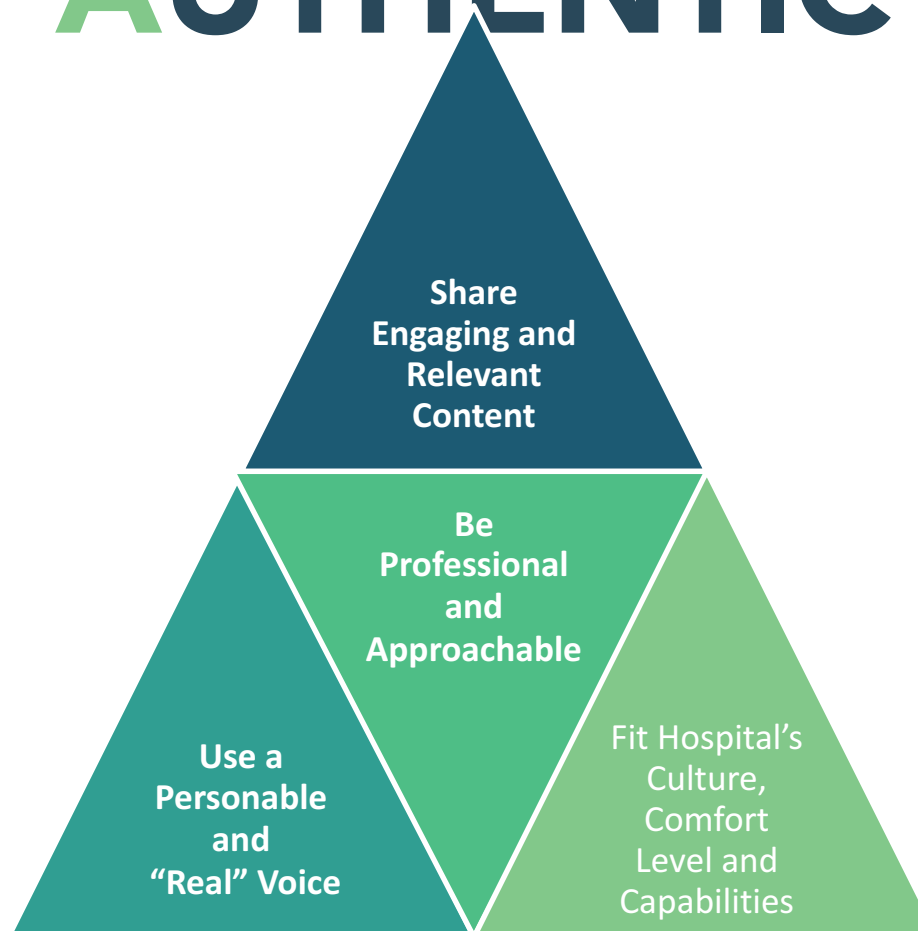
- Talent Finder

# ENGAGE

## On Facebook, LinkedIn and Twitter

- Find and friend / follow prospects
- Find and friend/ follow physician champions or influencers
- Post engaging and relevant content, articles, news, and jobs
- Share and like what they post when it is relevant to your job (don't be creepy)
- Find and join relevant groups on social media properties
- Answer physician's general questions regarding job search, etc
- Use Hashtags to make your posts discoverable (<http://hashtagify.me/>)

# AUTHENTIC



# RELEVANT

**#1** What your physician candidate audience cares about

**#2** What insider information or tips you can offer



# CREDIBLE

Be credible as a recruiter and as a trusted resource who adds value and expertise to followers and within groups and discussions

# HABIT

Post regularly, 3-5 times per week on each channel you use

Make it a habit and be sure to post regularly and frequently to keep your pages fresh and to keep yourself in their newsfeeds

# HOW TO “DO” SOCIAL MEDIA STRATEGICALLY

**SEGMENT**  
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**CREDIBLE**  
**HABIT**

For more guidance on how you can optimize your recruiting strategy – **and how to add social media to your process** – reach out today.

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