How to Expertly Execute Physician Site Visits
A Physician Recruitment Guide: Part 2
Physicians and their families have unique needs when considering a career move or new practice setting.

A personalized and refined physician site visit is essential.
Do everything in your power to target the type of physicians who would appreciate your unique characteristics.

Present your community and facility favorably.

Control the sensory-emotional experience you deliver, from the very first contact to the final follow-up, and every touch in between.
Recruiters who successfully coordinate and manage the physician site visit will position their organizations to:

- Rise above the competition
- Earn the trust of the physician and spouse
- Become their number one choice
The organization will have a healthier interview-to-hire ratio, faster time-to-fill, higher acceptance rate and lower recruitment expenses.
Overcome the “Practice Utopia” Expectation

Most physicians understand there is no perfect job in the perfect place. Their mindset is both:

OPTIMISTIC
Hoping to Fulfill their Needs and Wants

CAUTIOUS
Looking Out for Risks or Challenges
Bad News: You Can't Control Your Location

Good News: You Can Control Your Interview Experience

Once a physician identifies your location, they focus on fit.
Set Expectations Before the Site Visit

Do: Listen for both work and family needs.
Do: Uncover and address issues in advance.

DON'T
Do not bring a physician in for an interview if deal-killers exist.
Speak with the Spouse

- Gain insight into how involved they will be in the decision.
- Understand their expectations.
- Explore the family's needs with open ended questions.
- Foster connections.
- Avoid unimportant time wasters.

“Please describe a day-in-the-life of you and your family.”

“What type of work would you hope to do in your new community?”

“What should we prepare for you to see during your visit?”
The Site Visit is the...

Key time to determine cultural, operational and philosophical fit.

“Secret sauce” that differentiates hospitals and facilities who recruit successfully from the rest.

Opportunity to create a feeling of familiarity that permeates the entire interview process.
Physician Recruitment Guide
A Guide for the Hospital CEO to the Physician Recruiter

11

FOLLOW UP
Reinforce the Fit

HOSPITALITY
Create a Memorable Welcome

DINING/SOCIAL
Tailor the Team

TRANSPORTATION
Make it Worry-Free

COMMUNITY TOUR
Showcase Lifestyle

SEND OFF
Leave No Question Unanswered

PROFESSIONAL TOURS
Prepare Everyone

CEO INTERVIEW
Sell the Vision

Jackson Physician Search
Transportation
Always Make it Worry-Free

Never Let them Feel Uncertain About What's Next

✓ Track their movement from the time they leave home.
✓ Adapt to obstacles and delays in real-time.
✓ Pick them up to begin building the face-to-face connection.
✓ Choose the most attractive routes and avoid rush hour.
Hospitality
Create a Memorable Welcome

Handpick the best rooms in the best hotels in the best locations.

- Have a welcome basket waiting for them.
- Include a mix of items that satisfy their immediate needs and an age-appropriate gift for their children.
Dining/Social

Tailor the Team

Dinners and lunches are key to **build the relationships, foster a sense of connection and familiarity.**

**Do**

- ✓ Align family situation, lifestyle and interests.
- ✓ Invite engaged colleagues who will "show up."
- ✓ Prepare everyone to ensure a consistent message.

**Do Not**

- ✓ Invite more than four couples.
- ✓ Discuss topics like politics, religion and money.
- ✓ Pressure them into a decision or commitment.
Professional Tours
Prepare Everyone at the Hospital
An ideal hospital tour should last about an hour.

- Make everyone aware of the visit.
- Select your best advocates and influencers.
- Keep meetings short and sincere—30 to 60 minutes.

Key people:
- Hospital Executives
- Medical Staff
- Members
- Clinical Ancillary Teams
Professional Tours
Prepare Everyone at the Medical Office

Maximize time with people they will work with every day.

✓ Show how they would work and how productive they would be.
✓ Team them with a similar physician practicing successfully.
✓ Talk about how you will help them:
  • Set up their office
  • Recruit support staff
  • Market their practice
  • Grow patient volume
  • Connect with other physicians
CEO Interview

Sell the Vision

Explore their Motivations and Priorities

- Show how your Culture reflects their Values
- Clarify expectations - both ways
- Highlight their important impact on the community
- Listen more, talk less
Community Tour
Showcase Lifestyle

Guiding the Spouse and Family Visit

✓ Arrange plenty of meals and guided exploring.
✓ Describe in-town entertainment and nearby get-away destinations.
✓ Share tips about cultural activities, sports and shopping.
✓ Schedule school tours or an introduction to homeschool parents.
Community Tour
Showcase Lifestyle

Handpick and prepare the Realtor or other community tour point person:

✓ Showcase your community’s best features
✓ Introduce others with similar professional, civic and personal interests
✓ Help them resolve any concerns about relocating
✓ Sell the community, NOT a house (just yet)
Community Tour
Showcase Lifestyle

PLACES OF WORSHIP

SCHOOLS & CHILDCARE

GROCERY & MARKETS

SPORTS & FITNESS

RETAIL SHOPPING

PARKS & RECREATION

RESTAURANTS & CAFES

THEATER & THE ARTS
Send Off

Leave No Question Unanswered

You will not get a second chance to make a first impression.

- Are the practice model, anticipated hours and compensation package clear?
- Did you establish several strong personal and professional connections?
- Did you show them how to cultivate a lifestyle within the community?
- Have you established a firm, mutual timeline for next steps toward an offer or acceptance?
Follow Up
Reinforce the Fit

Continue to keep the physician and spouse feeling special and connected.

- Send the hospital newsletter.
- Connect key physicians to them on social media.
- Send a small, memorable gift with a personal note.

I hope you will choose to be a part of our community. If there is anything you need, please let me know.
The Take-Away

Most organizations don’t go far enough in planning and executing the physician and family experience before, during and after the site visit. It doesn’t matter if you think you're going far enough to make them feel welcome and connected. It only matters if the physician believes you’ve gone far enough.
The distinguishing factor will be the trust you earn and the fit they feel.

Connection

Comfort

Confidence
If you would like to discuss your recruitment and site visit strategy, we are here to assist with your unique challenges.

Tim Sheley
Executive Vice President
sheley@jacksonphysiciansearch.com  |  770.643.5554
jacksonphysiciansearch.com