

How to Reach Doctors Where They Are

A Guide to A Digital Recruitment Strategy



JACKSON
Physician Search

A top-down view of a person's hands typing on a laptop keyboard. The desk is cluttered with various office items: a stack of papers, a pen, a small container, a smartphone, and some sticky notes. The entire image has a green tint.

The smart way to quickly and cost-effectively
engage the right candidates and score
better hires

WHY
you need social and digital media



HOW
to engage and recruit them



WHO
uses social and digital media for
networking and finding jobs



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

PASSIVE CANDIDATES



SEARCHING FOR
JOBS

INTERESTED, BUT
NOT PROACTIVE



HAPPY IN CURRENT
POSITION

WHERE ARE THE PASSIVE CANDIDATES?

in

36% of job seekers are active on LinkedIn

40% of job seekers are active on Twitter



f

83% of job seekers are active on Facebook

70% of job doctors are active on Doximity



WHO
is using social media



HOW
to make it work



WHY
it needs to be in your mix

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

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/>



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91%

of physicians
prefer to **receive jobs via email**
VS phone or other traditional outreach.

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



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HOW
to engage and recruit them



WHO

uses social and digital media for
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WHY

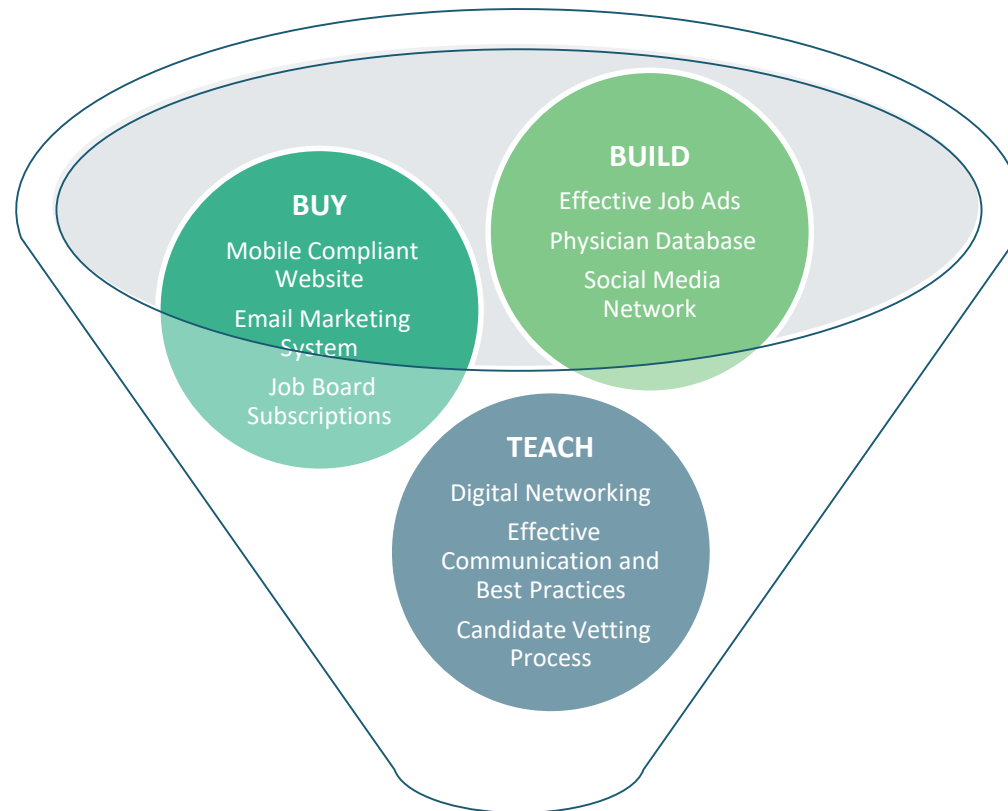
you need social and digital media



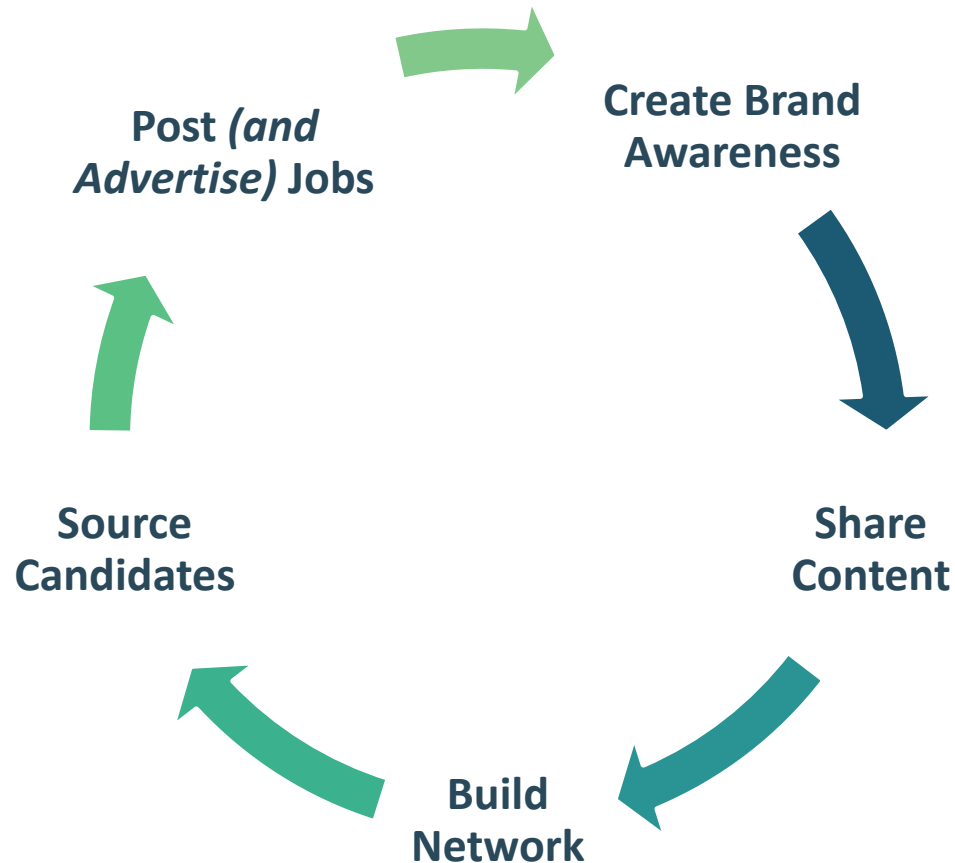
Embracing **Digital Media** Has Become
Central to Recruiting Physicians and
Other Providers.

But, **Leveraging it Successfully** Requires a
Keen **Understanding of the Tools** and the
Proficiency to Effectively Engage Them.

CRAFTING AN AGILE AND STRATEGIC DIGITAL RECRUITING FOOTPRINT



CRAFTING AN AGILE AND STRATEGIC DIGITAL RECRUITING PROCESS



DIGITAL CANDIDATE SOURCING



JOB BOARDS

- Resume Search
- Job Posting



EMAIL

- Targeted and Specific
- Engaged Database
- Test and Optimize



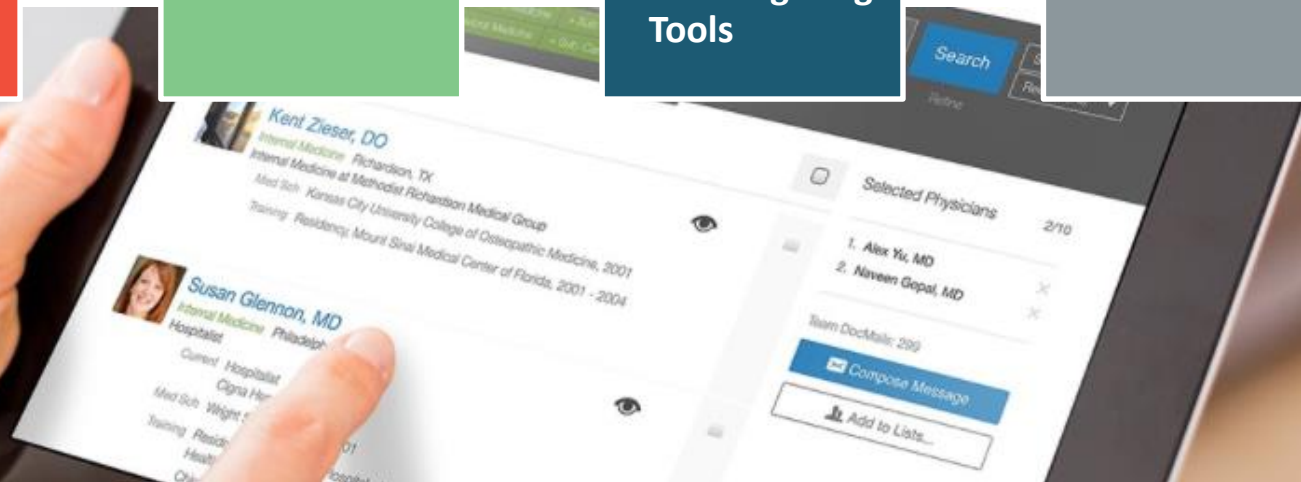
SOCIAL MEDIA

- Follow Industry Leaders
- Join Discussion Groups
- Use Targeting Tools



DOXIMITY

- Talent Finder Tool
- Ultra Targeted DocMails



DIGITAL NETWORKING



POSTING AND ADVERTISING 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

1

Make it **Appealing** to Both **Search Algorithms** and **Humans**.

2

Partner with Marketing or a Creative Colleague to **Create Engaging Images**.

3

Put Money Towards **Boosting and Advertising**.

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Approach these Digital Recruiting Activities with
a Strategic and Effective Protocol.

We've Created an Acronym to Help You Out.

SEGMENT
ENGAGE
AUTHENTIC
RELEVANT
CREDIBLE
HABIT