How to Reach Doctors Where They Are
A Guide to A Digital Recruitment Strategy
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

11% Actively Seeking

76% Passively Seeking

13% Not Seeking

5% Searching for Jobs

Interested, but not proactive

Happy in current position
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

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

91% of physicians prefer to receive jobs via email VS phone or other traditional outreach.

HOW to engage and recruit them

WHO uses social and digital media for networking and finding jobs

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

BUY
Mobile Compliant Website
Email Marketing System
Job Board Subscriptions

BUILD
Effective Job Ads
Physician Database
Social Media Network

TEACH
Digital Networking
Effective Communication and Best Practices
Candidate Vetting Process
CRAFTING AN AGILE AND STRATEGIC DIGITAL RECRUITING PROCESS

- Source Candidates
- Build Network
- Share Content
- Create Brand Awareness
- Post (and Advertise) Jobs
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

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Jackson Physician Search

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DIGITAL NETWORKING

- Network Online & Offline
- Identify Physician Champions & Influencers
- Boost Posts to Targeted Audiences
- Post Links to Your Pages
- Join Social Media Groups
- Host Networking Events
- Target Your Audience on Social Media
POSTING AND ADVERTISING JOBS

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

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

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