



# PHYSICIAN RECRUITMENT CASE STUDY

## How One Hospital Met Expanding Community Demand Through a Strategic Partnership

### Challenge

Due to rapid community growth and its relatively close proximity to larger cities, a 230+ bed Maryland hospital was struggling to build a pipeline of physician candidates. To meet increasing patient demand, the hospital needed to recruit several specialists who fit the culture and would help to expand services.

### Solution

In need of a physician recruitment partner that would serve as an extension of the hospital's recruitment efforts and had the resources to execute multiple searches, the leadership team began interviewing firms. By selecting Jackson Physician Search, the hospital gained a proven recruitment process that is rooted in trust and transparency, as well as a recruitment team who understood the hospital's objectives and would be its advocate with candidates.

#### Keys to a Successful Partnership

- Dedicated relationship with recruiters who have expertise in the hospital's community and the specialties it needs to recruit - a team who is always accessible to the hospital and executes every search with persistence.
- Frequent status updates to keep all searches on track for successful placement
- All-digital sourcing strategy reaches candidates where they are - including email, social media and multiple job boards
- Transparency in fees and process - month-to-month partnership model ensures predictable pricing
- No ineffective direct mail, no upfront marketing costs

### Result

After the first successful placement, the hospital continued to engage Jackson Physician Search for its recruitment needs and even recommended our services to another facility. It's been an honor to assist the leadership team in recruiting the physicians necessary for program expansion, including a growing need for sports medicine. Notable results:

• **22**  
Placed Physicians

• **33%**  
Reduction in Time-to-Fill

• **Reduced the Need**  
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