



# PHYSICIAN RECRUITMENT CASE STUDY

## How One FQHC Successfully Recruited Three Family Medicine Physicians

### Challenge

With physician recruitment becoming increasingly competitive due to the **growing shortage of candidates and continued maldistribution of talent**, a Federally Qualified Health Center in Pennsylvania was **seeking a partner to help increase its candidate reach and streamline the process for hiring the physicians needed to meet community demand.**

The Medical Director recognized that recruiting physicians to FQHCs posed innate challenges, as demonstrated by the reality that at least **70% of health centers report having a physician vacancy** at any given time.

In the past, health centers gained an edge in physician recruitment by offering student loan repayment along with “non-monetary” benefits, such as reduced call or a more flexible schedule to increase work/life balance and decrease physician burnout.

Now, organizations of all sizes are using every means available to attract physicians. Salaries and sign-on bonuses are rising, loan forgiveness is being offered, and **FQHCs are having to find new ways to stand out and keep pace.**

### Solution

After reviewing different approaches and learning about **Jackson Physician Search’s 100% digital sourcing strategy**, the FQHC was confident it had found a recruitment partner with the right resources.

With **access to more than 400,000 physicians coupled with an unparalleled level of service**, the Medical Director trusted that JPS would quickly identify candidates who were a clinical match, as well as a fit with the health center’s mission, values and culture.

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### Successful Physician Recruitment Combines Art and Science

- FQHCs can build a pipeline of candidates by developing a brand strategy and recruitment marketing plan that **highlights the unique culture, values and work/life balance that appeals to altruistic physicians.**
- With physician compensation more competitive across all practice settings, an FQHC may benefit by **implementing productivity metrics as one way to improve a physician's base salary.**
- Shrinking physician candidate supply can be overcome by **enticing physicians with a three- or four-day work week** and supplementing care needs with advanced practice providers.
- **100% digital sourcing strategy reaches candidates where they are** – including email, social media and multiple job boards.
- A JPS Search Consultant provides dedicated recruitment support and has a deep understanding of the health center, leadership team and community, enabling the Search Consultant to **continuously present qualified, well-vetted candidates.**
- Committed to an others-first philosophy, JPS has the health center's best interests in mind from start-to-end, contributing to a **long-term partnership rooted in trust and transparency.**
- **As Commonwealth Purchasing Group's endorsed physician recruitment firm, members are able to capitalize on a preferred fee structure** that carries no-upfront marketing costs and a month-to-month partnership model with predictable pricing.

### Result

Jackson Physician Search **initially recruited a Family Medicine physician for the health center in just 91 days**, reducing vacancy costs and avoiding the need for costly locum tenens coverage. Pleased with the results and the frequent search status updates, the Medical Director retained JPS for two additional searches. **In just one year, the partnership has resulted in the hiring of three Family Medicine Physicians, with a fourth search underway.** The Medical Director has also confirmed that he will undoubtedly continue to work with JPS.

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