



PHYSICIAN RECRUITMENT CASE STUDY

How One Medical Group Secured a Family Medicine Physician in Two Weeks

Challenge

A 330-bed acute care hospital located in a south Texas community of more than 100,000 people was finding it a challenge to attract physician candidates who were both a clinical and cultural fit. The leadership team recognized how the growing physician shortage coupled with a seemingly endless supply of open positions, required multiple resources and a structured approach. And, since the group no longer employed an in-house physician recruiter, a search was initiated for a recruitment partner.

Solution

The physician shortage itself makes recruitment a complicated endeavor, but the difficulty is multiplied for those located in smaller communities due to a continuing provider maldistribution. Data shows that **20% of the population lives in these areas, yet only 8% of physicians are practicing there.**

In addition to meeting patient demand, the financial toll of an unplanned or lengthy physician vacancy is steep. **A facility can face over \$1 Million per physician in lost revenue**, while the **cost to recruit is upwards of \$250,000** (search expenses, sign-on bonus, relocation costs, etc.)

The leadership team interviewed Jackson Physician Search Divisional Vice President Brent Barnacle and quickly understood why our 100% digital sourcing strategy was superior in attracting candidates. **With only 11% of candidates actively looking for new opportunities, recruitment success today relies on reaching passive candidates.**

Direct mail has become an inefficient sourcing strategy, because it doesn't build a pathway for immediate engagement of passive candidates. Brent demonstrated that **our opted-in database of more than 400,000 physicians provided the talent pool it needed to reach.** And, by sending job opportunities via targeted emails, social media (including Doximity, a network that engages more than 80% of all physicians), and national job boards, we have the resources and proven process to attract and deliver candidates.

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Result

The speed in which Search Consultant Dan Rixon was able to source candidates impressed the medical group. But more importantly, the first placement was made in just two weeks, seven months faster than the national average. This drastically reduced time-to-fill potentially **saved the medical group more than \$500,000** in lost revenue.

Having gained the medical group's confidence in our digital sourcing and recruitment process and trust in our transparent fee structure, we have since been retained for multiple searches and have already made an additional three placements – with more to come.

Successful Factors for Effective Physician Recruitment

- **Establish a trusted partnership:** Leadership, all key stakeholders, and the recruitment firm need to function as a unified team dedicated to transparent communication, frequent search status updates, and timely decision-making.
- **Build an agile, structured digital sourcing process:** Cast a wide net to maximize candidate reach, yet consistently monitor key metrics to know when the message and targeting strategy requires adjustment.
- **Manage and leverage controllable variables:** Avoid losing candidates to other opportunities by delivering a red-carpet experience from your first phone interview to offer acceptance to onboarding. Leave no questions unanswered and follow-up quickly and often with candidates.

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