

## EFFECTIVE PHYSICIAN STAFFING PLANS CONSIDER THESE THREE FACTORS

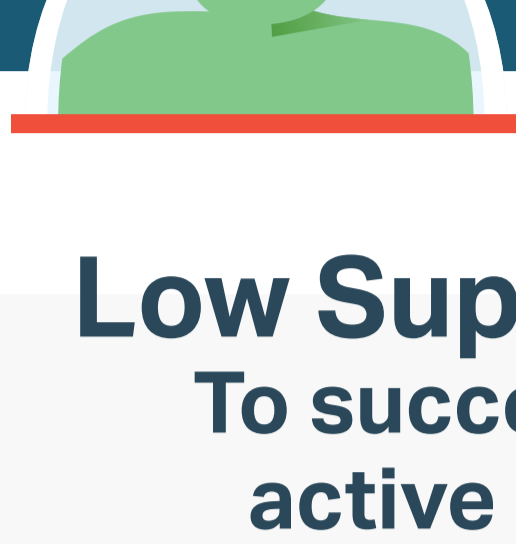
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### RECRUITMENT



With 7% Annual Turnover,  
**50,000 Physicians**

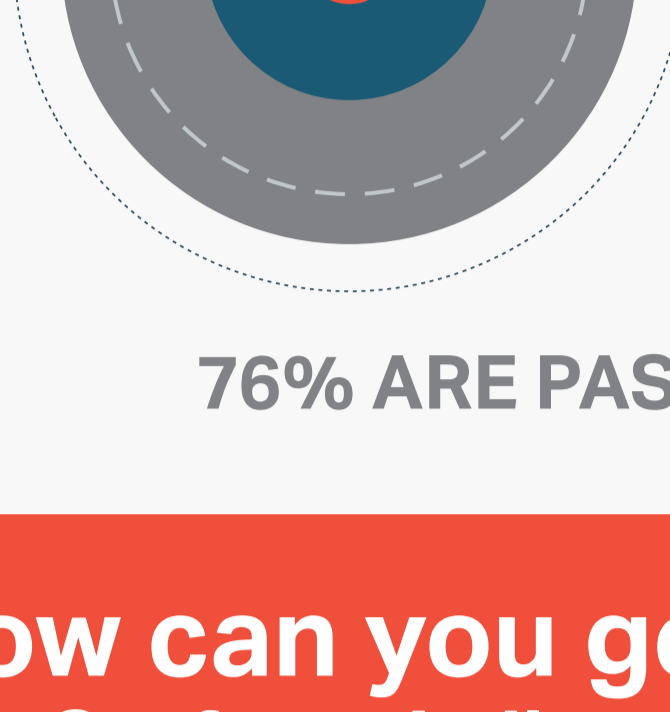
Will Accept New Positions Each Year



It takes 6-9+ months to recruit most specialties, plus it can easily reach \$1 million in lost revenue per vacancy.

#### Low Supply and High Demand

To succeed, you must reach both active and passive candidates



ONLY **11%** OF DOCTORS are actively seeking new jobs.

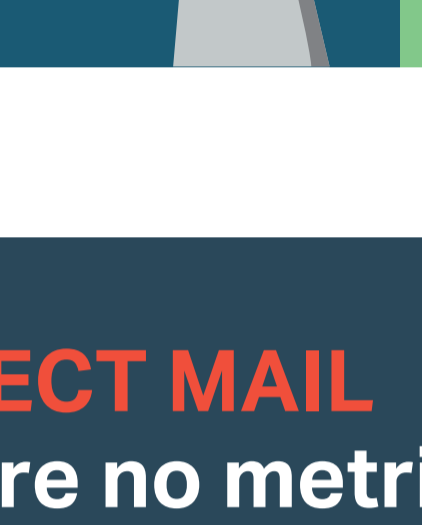
76% ARE PASSIVELY LOOKING

#### How can you get their attention?

Craft an Agile and Strategic Digital Recruiting Process

##### BEWARE Your Content Must be Relevant

50% of physicians report that less than 10% of communications from recruiters are relevant.



##### JOB BOARDS

Cast a wide net with job posts and search for resumes.

##### EMAIL

Build an opted-in, engaged database and target ideal candidates with job ads and valuable content.

##### SOCIAL MEDIA

80% of doctors claimed their Doximity profile, making it an excellent source. LinkedIn can be effective, too.

#### NO DIRECT MAIL

There are no metrics to prove ROI, you can't adjust messaging, and you won't know if it was even delivered.



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### RETENTION

Hire for Cultural Fit to Increase Retention

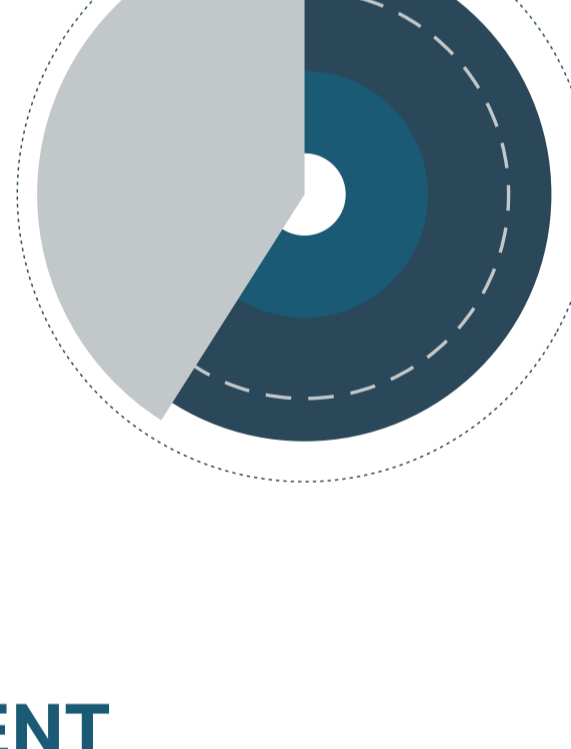


#### Favorable Workplace Culture Results in



**33%** IMPROVEMENT IN QUALITY

**41%** REDUCTION IN ABSENTEEISM



**50%** DROP IN PATIENT SAFETY INCIDENTS



To Physicians, Culture and Engagement are More Important than Money

#### Highlight Organizational Culture at the On-site Interview

Remember the Acronym **SALE**



- S**ell the community as well as the opportunity
- A**ssemble your "A" team
- L**eave no questions unanswered
- E**ngender feelings of excitement and a sense of being welcomed

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### RETIREMENT



MORE THAN **30%** OF PHYSICIANS are at or near retirement age.

#### Whose Responsibility is it to Initiate the Retirement Conversation?

**81%** of physicians think it is their responsibility

*But they are less comfortable having the discussion*

**33%** of administrators believe that it is theirs

Physicians feel that **3-6 months** is enough notice, but administrators want 1-3 years.

#### Retain End of Career Physicians

DID YOU KNOW? 28% of physicians don't plan to retire fully



Introduce reduced schedule options for physicians who wish to stay part time.