



PROVIDER RECRUITMENT CASE STUDY

Continuous Growth Drives Recruitment Partnership with FQHC

Challenge

A six-clinic, Federally Qualified Health Center (FQHC) in rural Northern and Central Pennsylvania had undergone continuous growth in order to provide its communities with much-needed medical and dental services. With two dental clinics as part of its network, the CEO needed a proven, trusted recruitment partner who had experience in recruiting dentists and physicians. Due to the competitiveness and costs associated with provider recruitment today, prioritizing the opportunity for long-term retention of newly hired providers was mission-critical. For the partnership to succeed, it would be incumbent on the recruitment firm to source high quality candidates who were genuinely interested in moving to rural Pennsylvania and were a good cultural fit with the FQHC.

Solution

After an initial discussion with Regional Vice President Trevor Strauss and knowing we were endorsed by CommonWealth Purchasing Group, the CEO was confident that our 100% digital sourcing strategy would efficiently attract both active and passive candidates. Little did we know at that particular time, but a pandemic was about to take hold in the U.S. Fortunately, our ability to cast a wide net through multiple job boards, dedicated email campaigns, and targeted outreach allowed us to recruit uninterrupted.

Success Factors for an Effective Recruitment Partnership

- Establish trusting relationships with a recruitment partner, candidates, and your internal hiring team
- Think high-tech and high-touch by employing modern, agile sourcing technologies and delivering a highly personalized experience candidate experience
- Create recruitment benchmark metrics that measure performance and return on investment

Result

Partnering with Jackson Physician Search gave the FQHC a recruitment process and fee structure that are rooted in trust and transparency. With a track record of successful placements dating back more than 40 years, the CEO found that her communication with Trevor and Search Consultant Mark Rooney made the biggest difference. From day one, it was our commitment to providing an unparalleled level of service that made her feel that Jackson Physician Search was solely focused on the FQHC's recruitment needs. From the conception of the partnership, three dentists have been successfully recruited with two happening within 30 days. A fourth search is also already underway.

Partner with a recruitment firm dedicated to your success.

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