

FOUR DIGITAL PHYSICIAN RECRUITMENT BEST PRACTICES

CULTIVATE A DIGITAL PHYSICIAN SOURCING STRATEGY



The most effective and efficient way to recruit physicians is through a comprehensive digital recruitment strategy.

Only 11% of today's physicians are actively seeking a new position, while 76% are considered passive candidates. The key is to intrigue this larger group.

Before You Start Recruiting, Create a Winning Physician Job Description:

1. Use your job description to target specific physician qualities.
2. The job title should include specialty, location, and have a hook.
3. Use SEO keywords to increase search traffic.
4. Give them a reason to come to you for more information.
5. Sell more than just the job; highlight your community and culture.



1

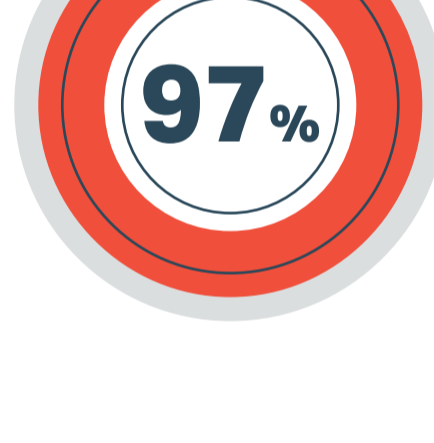
SOCIAL MEDIA IS THE DIGITAL KEY TO FILLING YOUR PHYSICIAN VACANCY



- Cultivate your corporate brand to attract candidates who are best suited to thrive in your organization.
- Your successful physicians can be your best brand ambassadors!
- There are many physician-centric online communities. Learn which ones are the best fit for your organization by measuring candidate engagement.
- For an engagement boost, share "feel-good" stories that have occurred between patients and clinicians.

2

LEVERAGE EMAIL MARKETING



97% of physicians prefer to receive job opportunities by email.

Source: 2021 MMS Annual Physician Survey

Email Recruitment Best Practices: Do's and Don'ts

- Do:** Personalize your email message by addressing candidates by name, preferably Dr. "Last Name."
- Do:** Segment your email database by specialty so that Pediatricians do not receive emails about Gastroenterology positions.
- Do:** Pay attention to your email metrics, including click-thru and unsubscribe rates.

- Don't:** Email candidates who haven't opened or engaged with your emails in more than two years.
- Don't:** Use a "no-reply address" as your sender address.
- Don't:** Ignore privacy changes being implemented by Apple and Google.
- Don't:** Forget to test your campaigns. Try testing different subject lines, calls-to-action, or link placements.

3

MAXIMIZE YOUR RECRUITMENT EFFORTS ON JOB BOARDS



Some Top Job Boards for Sourcing Physicians

- Doximity
- Health eCareers
- DocCafe.com
- MDSearch.com
- NEJM Career Center
- PracticeLink
- Profiles Physician Database
- American Academy of Family Physicians (AAFP)

Takeaways for Physician Recruiting Via Job Boards

- In addition to specialty-specific job boards, try a variety of other physician-centric sites to determine which ones can be the most successful for you.
- Monitor your placements and which job boards produce the most success for your organization.

4

CONSIDER UTILIZING MASS TEXT



A new and effective method of reaching candidates is through mass text messaging. A smart text campaign can quickly engage physician candidates and allow them to respond if interested. Text messaging is increasingly popular for reaching a large number of candidates.