

4 QUESTIONS TO GUIDE RURAL PHYSICIAN RECRUITMENT AND RETENTION



Rural Physician Recruitment and Staffing Survey Reveals Promising New Data to Answer 4 Critical Questions

1

WHO WILL CONSIDER PRACTICING RURAL MEDICINE?



Good news: **90% of physicians surveyed would consider rural practice if conditions well-aligned**



Takeaway: Don't discount anyone! Physicians are more open than ever to rural opportunities.

2

WHAT MAKES PHYSICIANS CONSIDER RURAL?



The data indicates higher compensation, flexibility, and improved work-life balance are the most common reasons physicians say they would consider rural medicine.



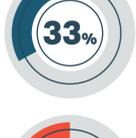
Higher Compensation, Bonuses, and Benefits



Ability to Work Part-time or Flexible Hours



Improved Work-Life Balance



Strong Organizational Culture



Affordable Cost of Living

Administrators recognize the importance of work-life balance. However, they tend to overestimate the appeal of a lower cost of living (58%) and underestimate the importance of higher compensation (36%).

Takeaway: Understand what makes rural medicine appealing in order to more effectively recruit. Consider the cost of recruitment and lost revenue (resulting from a physician vacancy) to justify offering higher compensation if needed.

3

WHAT ASPECT OF A RURAL ORGANIZATION'S CULTURE IS MOST IMPORTANT?



Physicians, regardless of their location, prioritize autonomy as the aspect of an organization's culture that matters most.



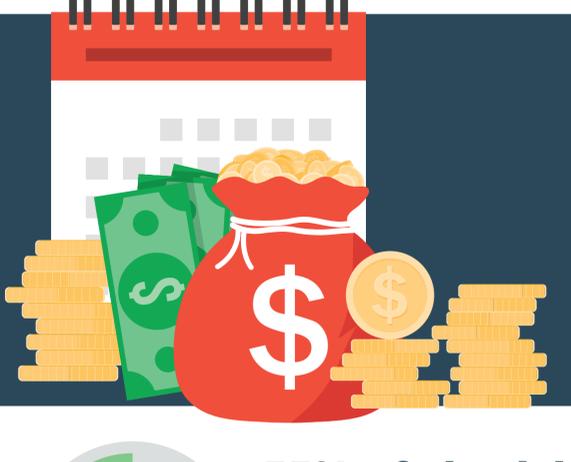
40% of Physicians say Physician Autonomy but only 24% of Administrators think this is most important.

Rural physicians more likely to prioritize a patient-focused culture (34%) and a family-friendly work environment (24%)

Takeaway: Consider the ways you can increase physician autonomy at your organization. Give them a voice, support their decisions, assign a mentor rather than a micromanager, and provide a path for them to grow professionally.

4

WHY DO PHYSICIANS STAY IN RURAL MEDICINE?

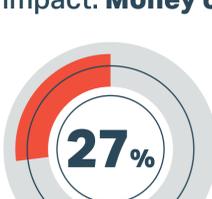


HOW TO IMPROVE RURAL PHYSICIAN RETENTION



55% of physicians say higher compensation, bonuses, and benefits would motivate them to stay 5+ years

Just 37% of Administrators think compensation has this kind of impact. **Money clearly matters, but so does fulfillment.**



27% of rural physicians describe their level of fulfillment as "enthusiastically happy."

Takeaway: Rural administrators must offer competitive compensation and promote the fact that rural physicians report higher levels of fulfillment than physicians practicing in suburban (21%) and urban locations (20%).

Source: Rural Physician Recruitment and Staffing Survey Results: Strategies for Recruiting Physicians to Work in Rural Healthcare
By Jackson Physician Search and LocumTenens.com