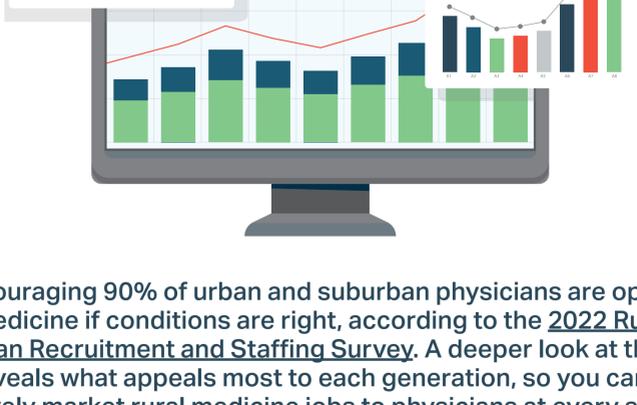
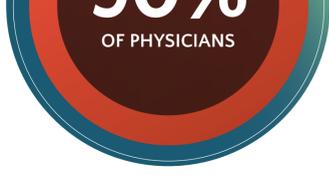


## ADDRESS KEY GENERATIONAL DIFFERENCES TO IMPROVE RURAL PHYSICIAN RECRUITMENT RESULTS



An encouraging 90% of urban and suburban physicians are open to rural medicine if conditions are right, according to the [2022 Rural Physician Recruitment and Staffing Survey](#). A deeper look at this new data reveals what appeals most to each generation, so you can more effectively market rural medicine jobs to physicians at every stage of life.



**would consider rural practice if the conditions are well-aligned with their most important wants and needs.**

- 64% want higher compensation, bonuses & benefits
- 47% want flexible hours
- 46% want improved work/life balance



**1**

**MONEY TALKS... TO EVERYONE**

**Compensation is overwhelmingly the top reason physicians of all generations would consider rural medicine.**



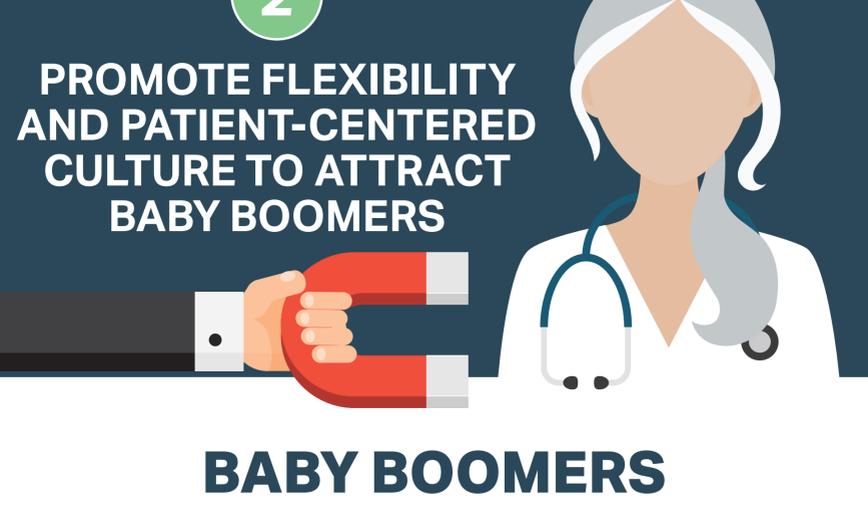
Baby Boomer



Gen X



Millennial



**2**

**PROMOTE FLEXIBILITY AND PATIENT-CENTERED CULTURE TO ATTRACT BABY BOOMERS**

### BABY BOOMERS

**Most likely to already work in a rural setting**

**55% of urban/suburban Baby Boomers** say the ability to work part-time or have flex hours would prompt them to consider rural medicine

**44% of Baby Boomer Physicians** say a flexible schedule or a part-time one would entice them to stay at their current organization for the next five years

**37% of Baby Boomer physicians** say "patient-focused" is the most important attribute of an organization's culture

**36% of Baby Boomers already practicing rural medicine** chose to do so because it allowed them to spend more time with patients



**3**

**TO WIN OVER GEN X, HIGHLIGHT THE ABILITY TO MAKE AN IMPACT**

(AND HAVE THE TIME AND FINANCES TO LIVE A MORE BALANCED LIFE)

### GEN X

**Most likely to say they are personally (47%) and professionally (43%) unfulfilled**

**51% of urban/suburban Gen X physicians** say "improved work-life balance" would make them consider rural medicine

**39% of Gen X physicians** say "physician autonomy" is the most important attribute of an organization's culture

Of the **Gen X physicians already working in a rural practice**, money was a huge motivator. 49% chose it because of higher compensation and 52% were swayed by a more affordable cost of living. **57% said higher compensation is the best way to retain them for the next five or more years.**



**4**

**FOCUS ON A HEALTHY WORK-LIFE BALANCE AND A FAMILY-FRIENDLY ENVIRONMENT TO RECRUIT MILLENNIALS**

### MILLENNIALS

**Most likely to be married to a physician (18%)**

**30% of Millennials** say student loan payoff could entice them to work in rural medicine

**40% of Millennial physicians** say "supports work-life balance" is the most important aspect of an organization's culture

**Most likely to say "visa assistance" and "proximity to family / friends / colleagues" would prompt them to consider a rural job**

**Use these insights to better position your rural healthcare job opportunity to physicians of every generation. Contact a JPS Search Specialist for assistance.**