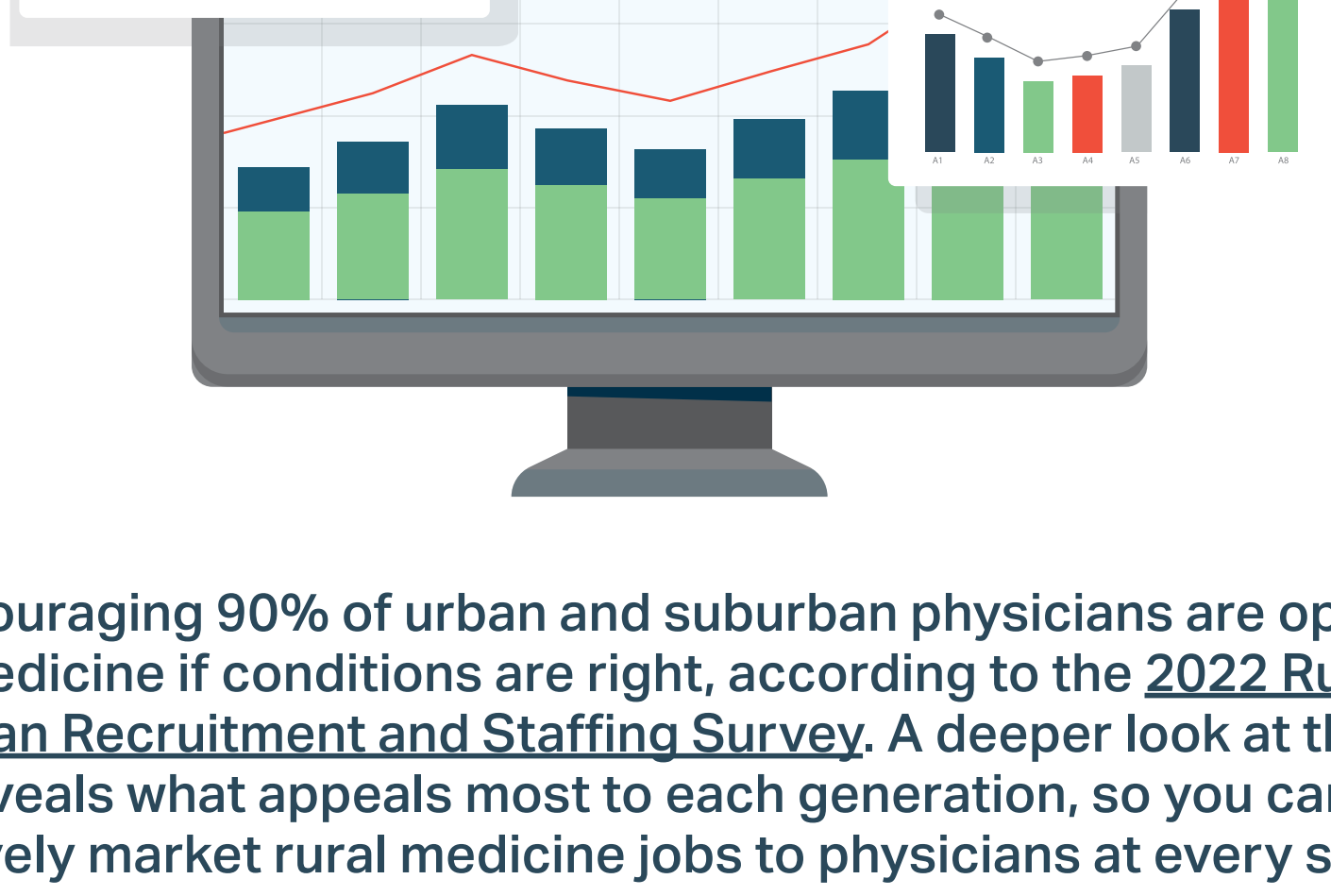
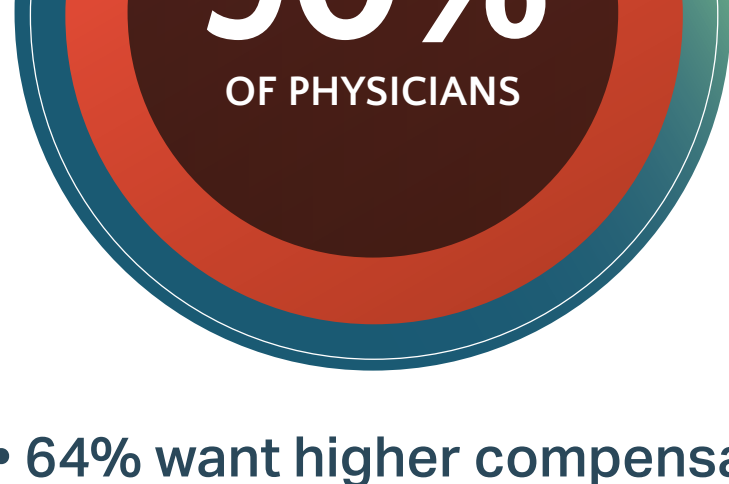


## ADDRESS KEY GENERATIONAL DIFFERENCES TO IMPROVE RURAL PHYSICIAN RECRUITMENT RESULTS



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.

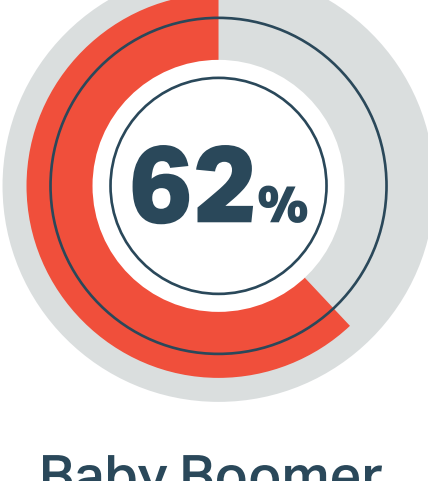


would consider rural practice if the conditions are well-aligned with their most important wants and needs.

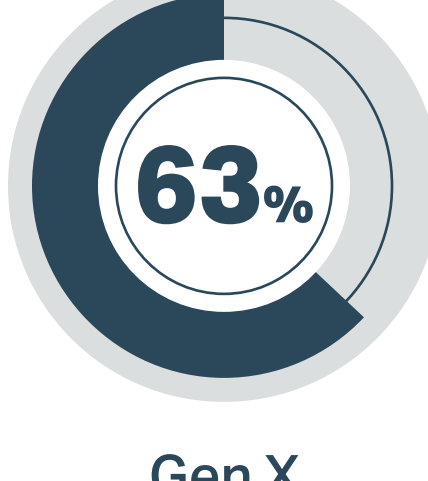
- 64% want higher compensation, bonuses & benefits
- 47% want flexible hours
- 46% want improved work/life balance



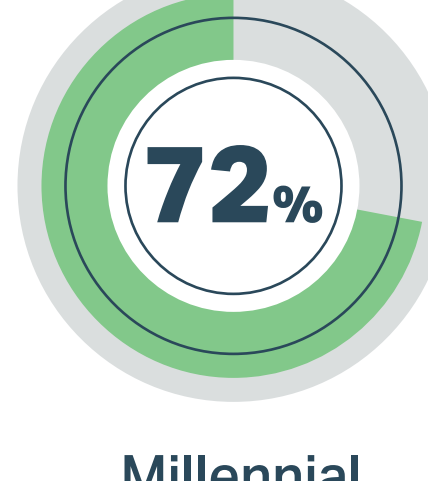
Compensation is overwhelmingly the top reason physicians of all generations would consider rural medicine.



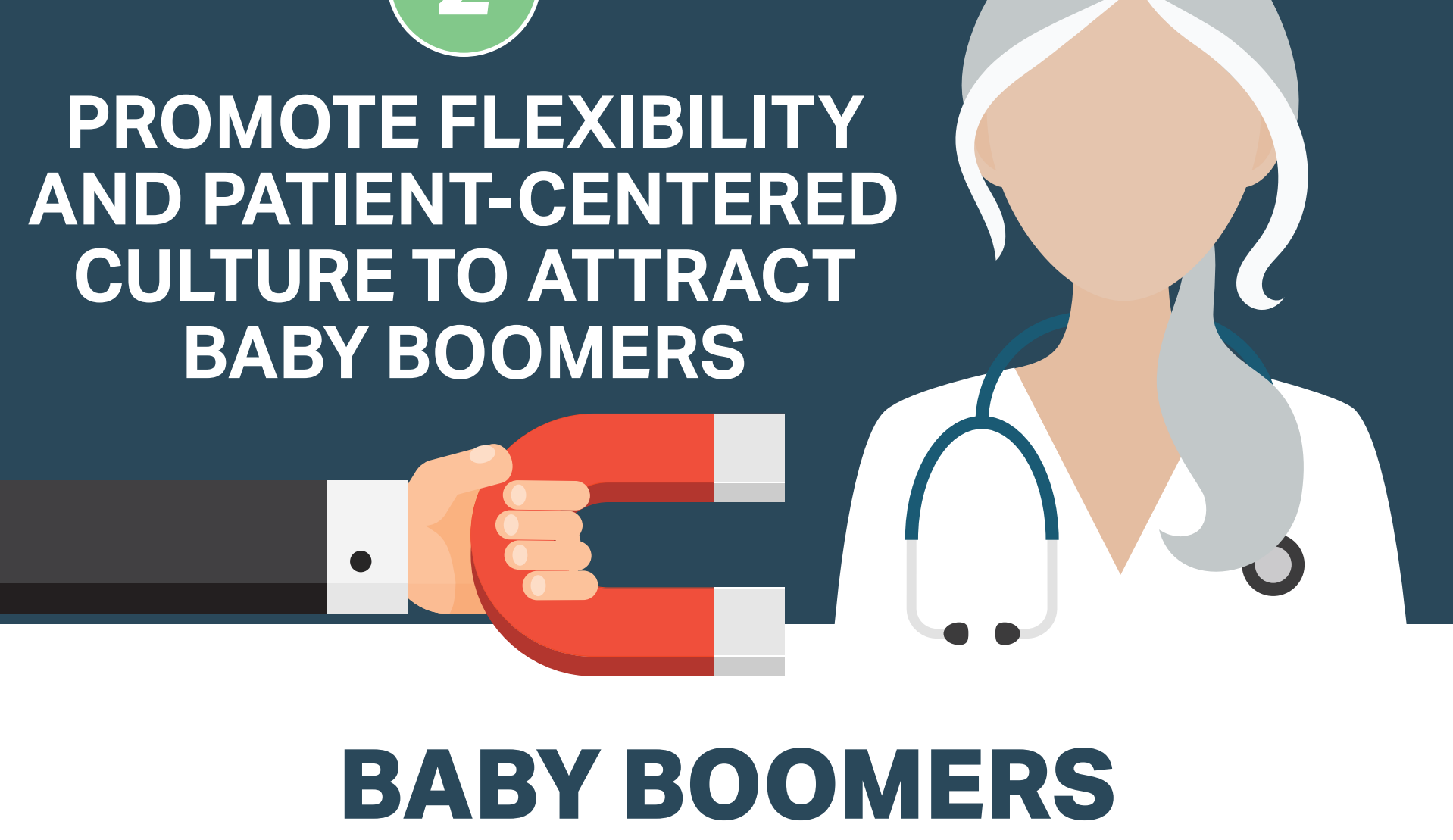
Baby Boomer



Gen X



Millennial



### 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



### 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.



### 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.