

Mission Possible: Physician Recruiting in a Seller's Market

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Mission?

Improve the healthcare system.

Really?

Yes!

How?

Better distribution of providers decreases both underutilization and overutilization of healthcare resources.

Without recruiters doctors aggregate in “default” locations.

Physician retention increases efficiency.

Physician turnover adds drag to the healthcare system.

Stable physician groups improve collaboration, cross-coverage, medical communities, and continuity of care.

Recruiters can decrease the need, and the temptation, to create non-sustainable models.

Incentive-based solicitation is destructive.

What is successful, professional, recruiting?

Placing the right provider, in the right position,
at the right time, in the right place, with the
right expectations.

Otherwise known as: Right Fit

How?

1. Know the applicant pool.

Many job-seeking physicians:

- Have only been exposed to one form of practice.
- Have no traditional work experience.
- Have no understanding of business principles.
- Have no background in medical practice issues.
- Have a “prolonged adolescence”, living on loans in a highly structured environment.

2. Educate and explain.

- COBRA
- 401K vs. 403(b)
- Market forces
- Billings vs. AR vs. collections
- Liability insurance and “tails”
- Is the offer from your competition too good to be true? Sustainable?

3. Know your opportunity.

Are your expectations reasonable?

4. Be positive, but be honest.

- If you cannot love yourself...

- Most newly filled positions require flexibility.

Right provider?

Right position?

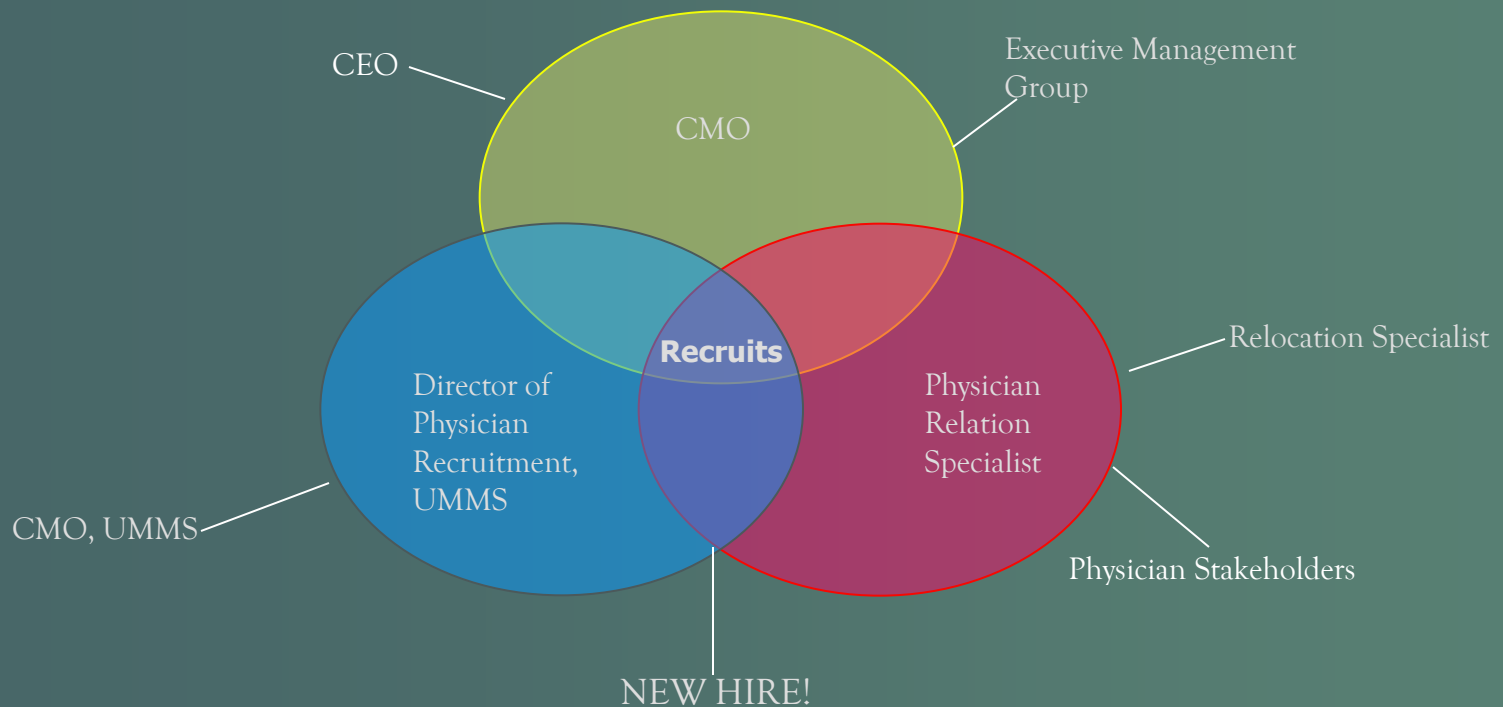
Right time?

Right place?

Right expectations?

5. Have a well-defined, teamwork-based process for sourcing, screening, interviewing, touring and signing candidates.

Recruiting Triad



Totals:

	CV's received	Reviewed/ Interviewed	Site Visits	Offers Made	Accepted
Opportunity	18	11	6	5	4
Opportunity	14	10	4	0	0
Opportunity	10	9	2	0	0
Opportunity	15	8	2	1	1
	57	38	14	6	5

End.