

Medical Opportunities in Michigan (MOM) Newsletter



WINTER 2011



Medical Opportunities in Michigan is a program of the Michigan Health Council.

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WHAT OUR CANDIDATES ARE SAYING...

"I highly recommend using Medical Opportunities' services. My information was not sold to anyone or provided to headhunters. Medical Opportunities created a place where medical professionals and employers can meet. Thanks to Medical Opportunities, I have found a wonderful, well paying job."

Mandy Newton Rosenow, PA-C

OUR STATE PARTNERS

[Michigan State Medical Society](#)

Greetings,

It's hard to believe that it is already 2 months into the new year! Now that the holiday rush is over with it is time to solidify our professional recruiting and retention plans for 2011. This issue of the MOM Newsletter brings you an update on CMU's new medical school, tips for physician sourcing and yearend program statistics on Medical Opportunities marketing efforts, member survey results and Michigan's Conrad 30 program.

To optimize your reading of this newsletter, [click here](#) to view it as a webpage.

Enjoy!

Sincerely,
Deb Collier and Jodi Schafer



CMU College of Medicine - Meeting the Community Need

One path to correcting the physician shortage is to train more physicians. Central Michigan University has taken a step in that direction with a new medical college due to open in the summer of 2013. Ernie Yoder, MD, Ph. D, MACP, the Founding Dean of [Central Michigan University, College of Medicine](#), recently discussed the program's curriculum development for tomorrow's medical students. There is a lot of good news to share.

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[Michigan Health & Hospital Association](#)

[Michigan Osteopathic Association](#)

MI Conrad 30 Program Wraps up Another Busy Season

Michigan received more than 30 applications during this [first application]window, so those with the most merit (highest scores) were chosen for sponsorship by MDCH. The volume of Conrad 30 applications speaks to Michigan's continued need for qualified physicians throughout the state, especially in shortage areas.

For more information on how your practice/facility could benefit from hiring a J-1 physician, please visit the www.mimom.org website.

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The Value of Permission Marketing



Recruiters are always challenged to find an audience of physician candidates open to hearing about a new opportunity. Following Seth's thinking, it just makes sense to focus

Success is...

How best to measure success? Is it a quantitative measurement of dollars saved/earned, placements made or reduced turn-over rates? Should it be measured in qualitative terms like increased employee engagement, the perception of a positive work culture or job/patient satisfaction?

The answer is probably a mix of both. In relation to the Medical Opportunities programs, various performance criteria are evaluated to determine the overall impact of our services. In 2010 we implemented a new tool to capture additional member data.

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Prospecting for Candidates

How many of us begin our work day with the thought, "What do I absolutely have to do today in order to avoid a problem,"? Time management in a physician recruiter's life is a continuous challenge. Healthcare professionals engaged in physician recruitment and liaison work are often preoccupied with the need to initiate key conversations with medical staff and physician candidates. We have all felt the pressure and stress of incoming calls and emails, and the realization that there are not enough hours in the day to attend all the meetings and put out the daily fires, all while maintaining the necessary communication that will make tomorrow's work successful.



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Aggressive Marketing Efforts Pay Off in 2010

The marketing efforts of 2010 yielded exciting results in both the number of newly registered candidates on all four of the sites (MOM, MOO, POP and OMI), as well as, new member employers. **The number of candidates in the Medical Opportunities database increased by almost 44%, to 2,821 active candidates at the close of 2010.** This was an average growth of 184 candidates per month!

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marketing efforts on those candidates most likely to be open to hearing our message. But, how do we find them?

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Direct Mailing Tips

Direct mail is still a widely used marketing technique, even with the popularity of e-mail marketing. Physicians will still respond to a marketing piece sent via the U.S. mail. One school of thought today is that since everyone is emailing, physicians aren't receiving as much direct mail from recruiters. Therefore, your direct mail piece may stand out to them.

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Upcoming Conference Dates

Association of Staff Physician Recruiters (ASPR)

2011 Annual Conference
August 14-17th in Chicago, IL
www.aspr.org

Society for Human Resource Management (SHRM)

2011 Annual Conference
June 26-29th in Las Vegas, NV
www.shrm.org

Michigan Recruitment and Retention Network(MRRN)

2011 Annual Conference
May 1st-3rd in Bay Harbor, MI
www.mrrn.org

Ohio Network of Physician Recruiters (ONPR)

2011 Fall Conference - TBD
www.onpr.org

Mid-Atlantic Physician Recruiter Alliance, Inc. (MAPRA)

2011 Spring Conference
March 3rd in Baltimore, MD
www.maprainc.org



Articles of Interest

[A Profile of Michigan's Nurse Practitioner & Physician Assistant Workforce 2010](#)

[Physician Shortage to Quadruple within Decade, AAMC Says](#)

[Physician's Life a Reminder that Medicine can be Noble](#)

[Health Reform's Primary Care Recruits: The National Health Service Corps](#)

Medical Opportunities' Suite of Services



Contact Us

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