

# Medical Opportunities in Michigan (MOM) Newsletter



October 2009

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[Michigan State Medical Society](#)

[Michigan Health & Hospital Association](#)

[Michigan Osteopathic Association](#)

## What our members are saying...

"I am the main user of MOM at our office and VERY much enjoy the system. It is very user friendly and intuitive. I've been in other systems and thought, 'Gosh, MOM can do that and you can't???"

*Rebecca Knizacky*

## Greetings!

We're excited to bring you our latest issue of the Medical Opportunities in Michigan (MOM) newsletter. We have included articles on physician and recruiter preferences for online sourcing, "selling" Michigan to your candidates, the National Health Service Corp program, Michigan's Conrad-30 program, recaps of our networking activities and a whole lot more. Enjoy!

Sincerely,  
Deb Collier, Kim Burley and Jodi Schafer



## Online Sourcing is Preferred by Physicians and Recruiters

According to a recent survey conducted through Association of Staff Physician Recruiters released September 1, 2009, both physicians and recruiters prefer online websites as the most effective resources to connect to each other. Launched in 1994, Medical Opportunities has delivered over **200,000 matches** between physicians searching for their next job and hospital employers who post their open opportunities on our state specific websites!

The "match" means that a candidate and an opportunity have both indicated the same criteria: specialty, region, and availability. Although the 200,000 matches do not imply that each match resulted in a hired physician, the metric is a strong indicator of the effectiveness of Medical Opportunities as a valued and cost effective sourcing resource.

Considering the financial challenges facing our hospitals' operating budgets and subsequently the recruiting

## ASPR Hits the Mark:

Medical Opportunities is pleased to participate as a Bronze Sponsor of the Association of Staff Physician Recruiters organization this year. In a time of budget cuts and limited opportunities to tend to our own needs for education and networking, ASPR meets the needs of recruiters through the annual conference and ongoing support services throughout the year.

[Click here to continue reading.](#)

departments' financial resources, a membership with Medical Opportunities is a sound investment. The online website has saved hospital employers millions of dollars in placement fees in addition to providing physicians with a free resource to identify hundreds of jobs in the Great Lakes Region!

[Click here to read the full article published in American Medical News.](#)

## How Do You Sell Michigan?

The Michigan economy continues to get beat up in the local and national news. Recruiters in the state are finding it increasingly difficult to sell Michigan to prospective physician candidates. Of course, recruiting a physician with ties to the state is what we strive for, but how do you sell Michigan to a candidate from another state? Members from across the state share their strategies to help answer this question.



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## MHC's Annual Symposium & Luncheon Reminder

The MHC's Annual Symposium and Luncheon on Workforce Challenges will be held at the University Club in East Lansing on Tuesday, November 17, 2009 from 11:30 a.m.-2:00 p.m. The Building Michigan's Healthcare Workforce Awards will also be presented. The keynote presentation: Engaging Your Workforce in Difficult Times will be presented by Jo Manion, PhD.

## What is the NHSC and How Can it Help You Recruit?

The National Health Service Corps (NHSC), through scholarship and loan repayment programs, helps Health Professional Shortage Areas (HPSAs) in the U.S. get the medical, dental and mental health providers they need to meet their desperate need for health care.



[Click here to continue reading.](#)



## Michigan's Conrad 30 Program has Begun a New Season

Application packets for Michigan's Conrad 30 Program are now available for the 2009-2010 application period and can be turned in until

[Click here to view the flier and registration details.](#)

## Michigan Pain & Palliative Care Assembly

The Michigan Health Council is partnering with five other Michigan organizations in an effort to educate health professionals statewide on issues related to pain, provider misinformation, pain control, prescribing opioids and the use of non-pharmacological therapies.

The Michigan Pain & Palliative Care Assembly is taking place on December 4th from 8:00am - 3:30pm in Howell, MI.

[Click here to view the assembly brochure.](#)

**November 30, 2009.**

Qualifying practice sites for J-1 Visa waivers include HPSA or MUA/MUP locations, facilities designated as a FQHC, a critical access hospital, or a state-funded institution (state-funded primary care clinics, state correctional facilities, community mental health agencies, forensic medical centers, and state psychiatric hospitals).

[Click here to continue reading.](#)



## Where Can a Physician Obtain Health, Dental, Vision and Disability Benefits?

Physicians practicing in Michigan have several options when it comes to purchasing their own medical, dental, vision and disability coverage. If you have candidates that are asking where to go for information on benefit plans, you can direct them to the Michigan State Medical Society, [www.msmsinsurance.org](http://www.msmsinsurance.org) or the Michigan Osteopathic Association, <http://www.mi-osteopathic.org/pages/physicians/insurance/insurance.php> for information on discounted rates and package options. Physicians can also obtain benefit information through their local chamber of commerce.

## How to Become a "Fan" of Medical Opportunities - *It's easier than you think!*

Would you like to read updates and have links to articles addressing industry trends, physician recruiting, retention, training programs, healthcare reform and future Medical Opportunities' events? Become a fan of "Medical Opportunities" on Facebook to have our updates appear in your Facebook news feed. Get a first-hand look at topics/articles we've discovered and are sharing for your benefit!



**Just follow this quick, 4-step approach:**

1. Log on to your personal/professional facebook page
2. Enter "Medical Opportunities" in the search box located in the upper right-hand corner of the screen
3. Medical Opportunities will show up in your search results under "Pages"...look for our logo
4. Click on "Become a fan" next to our name

You can also [click on the Facebook icon](#) listed with our contact information to be taken directly to our Medical Opportunities page. From here you can "Become a Fan" as well!

## Tips to Remember...

- When reusing wording from an offline opportunity in a new posting, be sure to review the content for accuracy, otherwise you may end up with an Emergency Medicine opportunity that references OB/GYN in the description.
- Candidates can see when you last "modified" an opportunity **or** when you "created" it, whichever is more recent. If you created an opportunity over six months ago, it is a good idea to edit that opportunity in some small way to update the "modified" date that candidates see. A candidate may be hesitant to follow up on an opportunity that hasn't been touched in several months/years.

## Upcoming Exhibiting Schedule

### October

26th - 27th **Ohio Network of Physician Recruiters (ONPR)** in Columbus, OH

### November

2nd **CareerMD Philadelphia** in Philadelphia, PA

4th - 6th **Midwest Recruiters** in Chicago, IL

19th **Michigan Medical Student Dine-Around Event** in Lansing, MI



## Medical Opportunities' Suite of Services



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