

Medical Opportunities in Michigan (MOM) Newsletter



WINTER 2010

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WHAT OUR MEMBERS ARE SAYING...

"We were able to fill a very difficult sub-specialty search through the MOM candidate database. We probably saved \$30,000 in recruitment firm fees on this one search alone! As a charter member, I can tell you that I wouldn't be without Medical Opportunities. It is an investment that has paid for itself many times over."

*Barb Hilborn
Sparrow Health System*

OUR STATE PARTNERS

[Michigan Health Council](#)

[Michigan State Medical Society](#)

[Michigan Health & Hospital Association](#)

[Michigan Osteopathic Association](#)

Greetings!

Happy New Year! Here to help you kick off 2010 is our latest issue of the Medical Opportunities in Michigan (MOM) newsletter. This electronic newsletter has moved to a quarterly publishing schedule, with the next issue due out in the Spring. We aim to include a variety of regionally and nationally focused articles in each newsletter for the benefit of recruiters and administrators alike. In this Winter 2010 issue we highlight the financial impact that a physician has on their community, new regional medical school updates, ideas for recruiting your medical students and residents and user tips for the www.mimom.org website. Enjoy!

Sincerely,
Deb Collier, Kim Burley and Jodi Schafer



Economic Impact of Physicians on Their Communities

Numerous studies have documented that physicians bring a tremendous financial value to the communities where they practice medicine. Survey results indicate that there is a 900,000 to 1 million dollar economic impact to the community by each physician per year in addition to healthcare related revenue.

[Click here to read which factors contribute to this overall dollar amount.](#)

Get the Most from your Medical Opportunities Membership

Over **400 NEW candidates** have registered on the Medical Opportunities site in the last two months! Follow these simple tips to make the sure that your opportunities are being seen.

[Click here to read how to make the most of your membership.](#)

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.

[Click here to continue reading.](#)

Community Based Physician Recruitment Model



Recruiting challenges today have every community seeking out new and creative ways to attract and retain physicians to their areas. Physician recruiters often struggle to get their communities involved in the overall recruitment process. In 2008, a group of healthcare organizations in the capital area of Michigan formed a coalition, Capital Area Physician Experience (CAPE), to work together with each other and the surrounding community to attract and better retain physicians.

[Click here to continue reading.](#)

Medical School News



An increase in medical school enrollment is one of the efforts underway to address the physician shortage. Of note is the number of new medical colleges in the Medical Opportunities' service area that have opened or are in development.

[Click here to continue reading.](#)

Thriving in the Midwest Winter

In the Midwest, winter weather is a common topic of discussion during recruitment visits and can be a factor in medical staff retention. Although physician recruiters and physician liaisons have been known to move mountains to meet the needs of their doctors, the weather is best handled with a positive attitude and some creativity.



[Click here to continue reading.](#)

Recent Articles of Interest

[Four Ways Practices Can Conduct Effective, Cost-efficient Outreach](#)

[Do You Have the 'Right Stuff' to be a Doctor?](#)

[Aligning Hospitals and Physicians Toward Value](#)

[Don't be Surprised by H-1B Site Visits](#)

[Physicians Must Adapt, Evolve in 2010](#)

Upcoming Exhibiting Schedule

February

12th **PA Student Presentation** at University of Detroit Mercy, MI

25th **CareerMD** in Pittsburgh, PA



Medical Opportunities' Suite of Services



Medical Opportunities
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Opportunities in Medicine
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Consulting Partners
in Recruitment (CPR+)

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