

Medical Opportunities in Michigan (MOM) Newsletter



SUMMER 2010

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WHAT OUR MEMBERS ARE SAYING...

"MOM is really wonderful to source physicians. I think you all are doing a great job, and the physicians I find on there are usually very well qualified. Keep up the good work!!"

*Cindi Whitney
Three Rivers Health*

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Society](#)

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Hospital Association](#)

Greetings,

Summer is just around the corner! This time of the year can be busy, so we'd like to provide you with information that is both timely and purposeful. This issue is packed full of articles and resources on important topics: healthcare reform, a demographic of Michigan's workforce, social media use in healthcare, MOM site updates, and the launch of a new customer service program. Hot off the press - The Carnegie Foundation just published, "[Educating Physicians: A Call for Reform of Medical School and Residency](#)". Click [here](#) to read this article. We are watching this closely and know that you will want to as well.

Enjoy!

Sincerely,
Deb Collier and Jodi Schafer



Health Care Reform and Physician Shortage

By Deb Collier

A recent headline in the New England Journal of Medicine, March 11, 2010, predicts a dismal scenario for physician recruiting in light of the Patient Protection and Affordable Care Act-health system reform legislation signed into law by President Obama on March 23. The headline reads, "Physician Survey: Health Reform May Lead to Significant Reduction in Physician Workforce". With a physician workforce already stretched thin in many parts of the country, I think we must carefully evaluate the multiple factors that contribute to increasing physician shortages in order to best position ourselves for future recruitment success.

[Click here to continue reading.](#)

Why Medical Opportunities?

One thing is for sure, **physician recruiting is not for sissies**. It is a career that requires a broad knowledge of medicine and the scope of work, procedures and nuances of each medical and surgical specialty. It requires a tremendous amount of persistence and the ability to communicate in writing and over the phone in such an effective manner that the prospective candidate gets hooked and agrees to continue the conversation.

[Click here to read the full article.](#)

Recent Uptick in New Candidate Registrations!

Medical Opportunities now has over **2000** active candidates registered on the site - 613 of whom have registered since March! Recent sourcing efforts to PA and NP training programs are yielding high volumes of new candidates in these fields. Log on today to see if any of these active candidates match with your current needs.

Michigan's Workforce Demographic: Physicians, Physician Assistants, Nurse Practitioners

An snapshot of Michigan's physician, physician assistant and nurse practitioner workforce was recently compiled using data from the Kaiser Family Foundation, the AAMC, HRSA and the AMA. This one-page overview outlines the number of active providers in the professions listed above, as well as, demographic information, training program statistics, retention percentages and access to care numbers for Michigan as compared to the U.S. as a whole.

[Click here to access the Michigan Workforce Demographic.](#)

Social Media's Role in Healthcare

By Jodi Schafer



With the explosion of social media, healthcare organizations have to navigate a new frontier of social networking, blogging, bookmarking and news sites in order to increase their brand awareness and facilitate conversations with the customer. Because social media has been adopted by a critical mass of the population, it is important for organizations to have a social media presence.

Not convinced? Take the advice of Dr. Wes, practicing cardiologist (and active blogger) and "Google yourself."

[Click here to continue reading.](#)

New Web Site Enhancements

We are excited to announce new enhancements to the Medical Opportunities' site as a result of member feedback. Thank you to those that have provided us with these wonderful suggestions!

- Broadcast email feature tracks "who" emails were sent to.
- Members can now "block" candidates from matching with future opportunity postings.
- YouTube video clips of the facility/practice can now be attached to location descriptions.
- Provider type is now listed in the match notification email, along with Opportunity ID# and Specialty.
- Language fluency is viewable on candidate profiles.

[Click here to continue reading.](#)

Michigan State Loan Repayment Program (MSLRP) Funds Available!!

Contracts awarded during the FY 2010 First-Come, First-Served Application Period will allow employers to combine their contributions equally with available federal program funds to double resources intended for the recruitment and retention of needed primary care providers. Participants receive these loan repayment benefits tax-free.

[Click here for more information.](#)

2010 Michigan Health Council Workforce Awards

Last year Northern Michigan Regional Hospital took home the Healthcare Workforce Recruitment award. Could your program be this year's winner?



The Michigan Health Council created the Building Michigan's Healthcare Workforce Awards to recognize Michigan's healthcare organizations and educators who are

Medical Opportunities Implements a New Customer Service Program



Medical Opportunities values member feedback. Information gained from these conversations and interactions is used to implement web site enhancements, gauge the successfulness of marketing efforts, trend hiring statistics across members and across states and resolve service questions or concerns. The difficult part in maintaining a successful customer service program is finding an efficient, non-intrusive method of gathering this feedback on a regular basis.

To solve this problem, Medical Opportunities has begun to implement a NEW customer service program for 2010 that utilizes a short online survey tool for gathering member feedback.

[Click here to continue reading.](#)

Articles of Interest

[MGMA Physician Placement Report: 65% of Established Physicians Placed in Hospital-Owned Practices](#)

[In Medicine, The Power of 'No'](#)

[Physicians Generate \\$1.5M Annually for Their Hospitals, Says Survey](#)

Upcoming Conference Dates

Association of Staff Physician Recruiters (ASPR)

2010 Annual Conference
August 15-18th in San Antonio, TX
www.aspr.org



Society for Human Resource Management (SHRM)

2010 Annual Conference
June 27-30th in San Diego, CA
www.shrm.org

Michigan Recruitment and Retention Network (MRRN)

2011 Annual Conference - TBD (watch website for details)
www.mrrn.org

designing and implementing creative approaches to recruit and retain a skilled and diverse healthcare workforce in Michigan.

Please consider applying for an award in one of the six categories, including Recruitment and Retention. **Applications due by July 30, 2010!**

[Click here for more information.](#)

Ohio Network of Physician Recruiters (ONPR)

2010 Fall Conference

September 30th - October 1st in Columbus, OH

www.onpr.org

Illinois State Physician Recruiters (ISPR)

2010 Midwest Recruiters Conference

November 2nd-4th in Chicago, IL

www.isprnet.org

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

2011 Spring Conference - TBD (watch website for details)

www.maprainc.org

Medical Opportunities' Suite of Services



Medical Opportunities
in Michigan (MOM)



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