

Consider Seven Trends and Tips When Recruiting a Physician

By Kim Burley




1. Contact the in-house physician recruiter at your local hospital to determine if they are able to assist you in your recruitment process. If there is a documented need for your specialty in the community, the hospital should be able to assist you with sourcing candidates and possibly offering recruitment incentives. Here are the national averages for recruitment incentives: \$20,000 for signing bonuses, \$9,808 for relocation, and \$3,313 for CME reimbursement. (Merritt Hawkins & Associates, 2007 Review of Physician Recruiting Incentives)
2. Consider recruiting a candidate that is on an H-1 Visa or J-1 Visa. H-1 Visa candidates require sponsorship but do not need to work in a shortage area. J-1 Visa candidates need to work in a designated shortage location. As part of this process, candidates apply for a position in Michigan through the Conrad 30 Program. The Michigan Health Council manages the Conrad 30 Program for the State of Michigan. For more information, go to www.mimom.org or call 800-479-1666.
3. A national trend is to offer loan repayment as an incentive to candidates while they are completing their training. Most hospitals offer loan repayment programs. The State of Michigan offers a loan repayment program (SLRP) for underserved areas and a sign-on bonus loan repayment contract. For more information, go to www.mimom.org.
4. Start your recruitment process early. 2010 graduates are signing throughout the state right now. Network with fellow medical staff colleagues to see if anyone knows any potential upcoming graduates. Have all of your group members contact their residency program directors to post your opportunity with new graduates as well as alumni.
5. Be sure your compensation package is competitive to your area. Hospitals in Michigan use Medical Group Management Association Physician Compensation Survey as their guide in determining starting salaries. To link to the most recent survey go to www.cejkasearch.com.

6. Your recruitment plan should include a variety of sourcing tools: a mix of specialty journal ads, specialty association placement services, direct mail campaigns to targeted physicians, contacting training programs and networking. Below is how and where physicians find jobs (*New England Journal of Medicine*, 5/27/03):

Personal/professional referral	50%
Recruitment firms	43%
Online job sites	42%
Recruitment ads in print	40%
Mailings to physicians	34%
Program Directors	27%
Residency/Fellowship match processes	17%
Hospital In-House Recruiters	16%
Other	8%
Chief Residents	6%
On-site recruiting conference	6%

7. The Michigan Health Council, a non-profit organization based in Okemos, has been addressing health care workforce issues in Michigan for over 65 years. MHC has two physician recruitment programs that can assist you with your recruitment needs:

- Medical Opportunities in Michigan (MOM) which is celebrating 15 years in Michigan, is a web-based sourcing program that matches physician candidates with group and hospital opportunities in Michigan. Physicians register on-line and automatically match to your opportunities. MOM has matched 134,058 physicians with Michigan opportunities. Over 1000 physicians are currently registered on MOM. Visit www.mimom.org for more information.
- Consulting Partners in Recruitment (CPR) is a service that has been designed to compliment your in-house physician recruitment efforts. For those who haven't recruited a physician recently, CPR can assist with a marketing plan or even assist with implementing recruitment strategies. 



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For more information about recruiting physicians, contact Michigan Health Council at 517-347-8086 or visit www.mimom.org.