

# Let MOM work for you

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Medical Opportunities in Michigan (MOM) is considered by our members to be a valuable, cost effective and interactive tool for candidate sourcing. A fraction of the cost of a search firm or a few journal ads, MOM is there 24/7 to use at your convenience and equally as important for the candidates convenience to post their Curriculum Vitae and browse opportunities.

Here are a few tips that members could follow for better and faster results.

## **Translation = Recruitment Success!!!**

Try these tips:

**Log on** as often as you can, no less than one time a week. Working the database includes:

**View new candidates** that have auto or manual matched with your opportunity.

**Send a broadcast email** to your screened candidates to make sure they know about your opportunity. This is especially effective when you first post a new opportunity. Broadcast email is a fast means to notify candidates in that specialty that you have an open position. Even if they are not interested in your location, they will share the news with their colleagues.

**Include both your email and phone number** in all communications. The candidate might call you for more details and that conversation could get your search moving in the right direction.

**Make a follow up call.** Sending a broadcast email is efficient and non intrusive, but don't forget to make a call to the candidates to make sure they didn't spam your opportunity. If you reach the spouse, it might be a good time to find out what the family priorities are in their search and help them see the value in considering your opportunity.

## **Review and edit your opportunities each week.**

Add new information, update statistics, or just change a few words. By updating them each week, you will be sure that your opportunities are at the top of the list when candidates are searching the database. Opportunities that have not been refreshed will fall to the bottom of the list when a candidate is searching the database.

**Include specific location information**, distance from a nearby major location, commuting distance from the next big city in the body of the opportunity description. Money talks and noting a starting salary or that the income is competitive or exceeds the median surveys (if that is indeed true) will perk their interest in talking with you to get more information.

**Make sure your opportunities are "online"** and not "offline". Offline allows you to store inactive opportunities for the future if you think you may need to use that profile again. Although candidates have the choice to keep their contact info private, you won't reap the full benefits of the database, if you don't post your opportunities and keep them in front of the candidates. If you need assistance in posting or updating your opportunities, call 800-479-1666 and let us help you.

**Refresh the opportunity by going "Offline"**. If you have recruited for the same specialty for more than a few months, and have advertised consistently, consider placing the position Offline for a brief period of time. Once you go Online with a refreshed opportunity, the "new" opportunity might interest a Candidate who previously passed it by.

Using MOM as an eRecruiting tool is a productive and cost effective way to maximize exposure of your physician recruitment opportunities and ensure your opportunities are viewed by a pool of qualified and motivated candidates. Our staff is always available to support your recruitment needs with services and solutions. Call us at 800-479-1666.