

Physician Recruitment & Retention

“Hiring the Ideal Candidate....and keeping him/her”

Overview of the National Physician Marketplace

*Population statistics and trends
What this Means for your Group
Financial and Recruiting Impact*

The recruitment process

Step 1 - Define your opportunity

- compensation (do survey)
- benefits
- working conditions / hours

Step 2 - Develop job description or a profile of the ideal candidate

Step 3 - Determine how you will recruit

- Define your target audience
- Agencies / Hospital recruitment / do it yourself
- Interviews

Step 4 - Offers and Contracts

- Malpractice Insurance
- When do you bring in the lawyers?
- Sample Employment Agreements

Step 5 - Adding to internal staff

Step 6 - Moving & starting dates

Integrating the New Doc into the practice

- Licensure & hospital privileges
- Credentialing with third party payors
- Preparing the staff and patients
- Orientation
- Community Involvement

Retaining the New Doc, Long-Term

- Keep your promises
- Importance of fairness / equity / dispute resolution
- Involving spouses / families
- Dealing with patient concerns
- Planning for the future
- Importance of regular meetings
- Turning your patients into sales staff for the practice