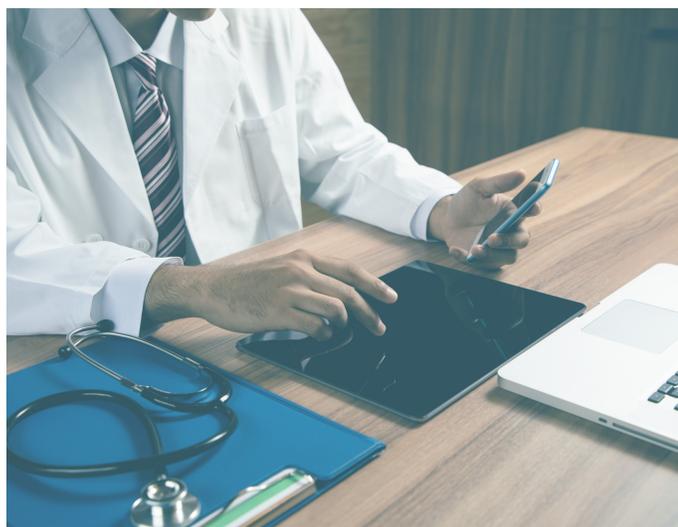




How To Recruit the Best Physicians for Your Organization





4 CRUCIAL PHYSICIAN RECRUITING NEEDS TO ADDRESS

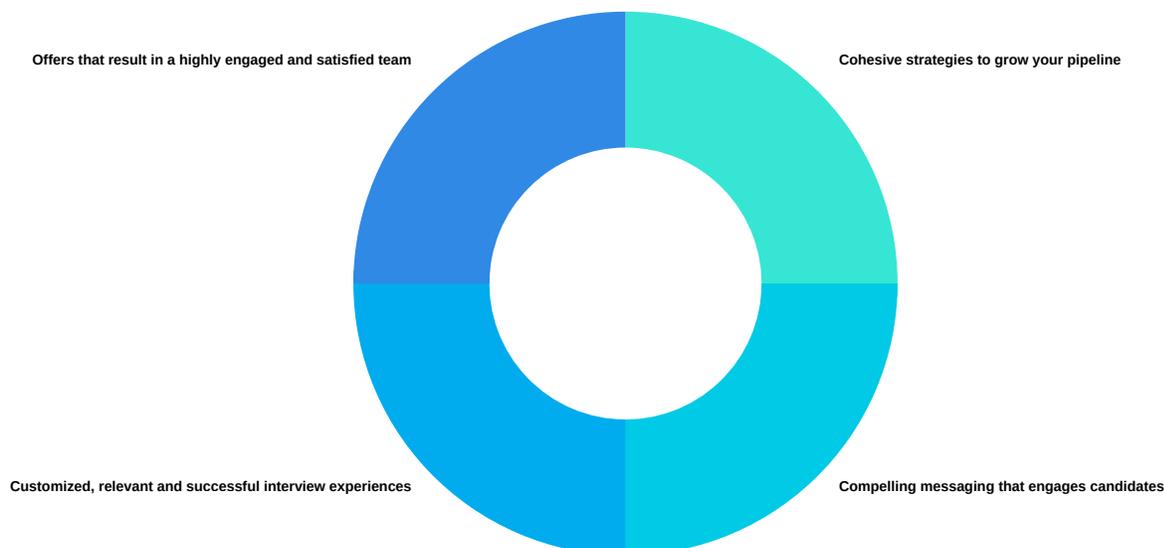
Recruiting physicians is a difficult job. Recruiters aren't only competing with other organizations for the best providers, they are also working to stand out in a crisis environment. The demands of the job have created a climate of burnout, administrative nightmares, technology hurdles, and more. These days, many physicians aren't just considering where they want to practice, they are considering IF they want to practice, how many hours a week they want to practice, and for how many years they want to practice.

The 2018 update to the Association of American Medical Colleges The Complexities of Physician Supply and Demand: Projections from 2016 to 2030 projects that physician demand will grow faster than supply, leading to a projected total physician shortfall of between 42,600 and 121,300 physicians by 2030. Included in this overall statistic are the following specific category shortfalls:

- Primary care shortage between 14,800 and 49,300
- Non-primary care specialties shortage between 33,800 and 72,700
- Surgical specialties shortfall between 20,700 and 30,500

Additionally, according to the study, the growing number of physicians who choose to work part-time has caused FTE decreases that severely impact physician supply. Between 2002 and 2016 the study noted a trend toward physicians of all ages working fewer hours. When comparing younger physician working hours in 2016 against a similar demographic group in 2002, there was a notable decline in hours worked. If this trend continues, it is projected that by 2030 it will leave the industry with 32,500 fewer physician FTEs.

So how do you compete and successfully recruit the best physicians for your organization? The best way to stand out to physician candidates is to research and understand what they really want. This information gives you power – the power to build a solid strategic recruitment plan that includes these key components.



4 CRUCIAL PHYSICIAN RECRUITING TOPICS

Patient Face Time

Although common belief is that salary and benefits are king, at the heart of the matter, most doctors get into the business because they want to provide exceptional care for their patients. Those who choose their workplace solely based on compensation are usually less engaged and end up less satisfied.



“
. . . clinicians spent double the time on EHR documentation and administrative work than on direct, face-to-face time with patients”

The problem in today's healthcare culture is that the ability of physicians to fulfill their calling is compromised by burdensome systems. A recent study showed that clinicians spent double the time on EHR documentation and administrative work than on direct, face-to-face time with patients. This reality is contributing to physician burnout, and dissatisfaction. It also negatively impacts recruitment, engagement and retention.

The administrative burdens of modern healthcare aren't going away, but the support doctors receive in facing them is varied. Therefore, when searching for the right workplace fit, many physicians are looking to join organizations that demonstrate a healthy and supportive work environment that prioritizes the patient interaction.

One example is organizations that support the use of clinical scribes. The use of scribes helps to increase the quality and quantity of time physicians spend with patients. Another example is building dedicated administrative time into the daily work schedule.

As a physician recruiter, whether you are building your candidate pipeline or navigating a great candidate through the recruitment process, you should be ready and able to highlight – with examples – where your organization lands on the spectrum.

WORKPLACE CULTURE

Physician candidates spend a lot of time identifying the workplace culture they prefer. Some of the criteria they prioritize are patient load and number and type of support positions. They also find work scheduling practices and frequency of on-call duties important to their long-term satisfaction with an organization.

Leadership also tops the list for a workplace culture fit. Not only are physician candidates seeking a philosophical match for core values and overall mission, but they also want to see that leadership and staff are aligned in approach and practices. Some leadership tools that demonstrate a strong organization are:

- Transparent and frequent organizational communications
- Patient safety measures and practices
- Patient satisfaction data
- Shared business goals and success metrics

As a recruiter, think about how you can incorporate information or demonstrate in real time, your group's workplace culture into the recruitment lifecycle. It is also critical that the information you share with candidates is consistent with corporate branding, marketing, and social media.

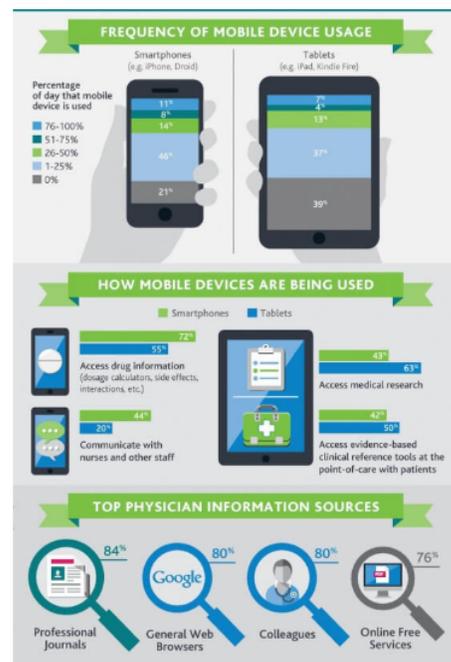
TECHNOLOGY ACCESS, IMPROVEMENTS AND SOLUTIONS

Physicians have become increasingly adept at adopting technology into their practice. In fact, according to this article, more than 90% of hospitals and physicians surveyed claim that mobile technology is improving patient safety and outcomes.

The 2018 EY Future of Health Survey found that approximately 66 percent of physicians anticipate digital health technology will help reduce the burden on the health care system and associated costs. Even more physicians (74%) reported enthusiasm for using technology to improve patients' experience and overall health.

As more physicians embrace technology, they value organizations that are doing the same. Is your organization at the forefront, moving to adopt new technology to improve processes?

Whether you have success stories to share, or have teams working to research trending technology such as voice recognition, ambient listening, and artificial intelligence (AI), demonstrating a commitment to technology can go a long way with candidates.



WORK/LIFE BALANCE

Work/Life balance has been an important topic for physicians for quite some time but is especially important to millennials. The AMA surveyed physicians age 35 or under and reported that 92% of doctors said maintaining work/life balance is important, yet only 65% said they felt the balance was achieved. Some specific accommodations they might be looking for include:

- Reduced work week
- Telehealth/telemedicine opportunities
- Less on-call time
- Scheduled administrative time
- Wellness initiatives
- Peer networking and collaboration opportunities

Consider what work/life balance looks like in your organization so that you can actively promote those advantages in your communications.

Finally, when it comes to work/life balance, location is also a critical factor for physicians in their job searches. Location doesn't just impact a professional life, it also impacts family life. Studies show that new physicians overwhelmingly prefer major metropolitan areas. In this survey only 7% of new physicians expressed an interest in practicing in an area with a population of 50,000 or less, and only 2% said they'd practice in a town with 25,000 or less. To counterbalance a location concern, salary and benefits are a key differentiator for a new physician facing massive student loan debt. If your location is not their ideal, the thought of a bigger paycheck and decreased financial stress may weigh heavily in your favor.

IN CONCLUSION

In conclusion, with growing physician shortages, it is essential that you understand the most important motivating factors to your candidate pool. When you know what they want most, you can target your prospect marketing and provide a better interview experience. This will help you stand out in the highly competitive recruiting environment and close those hiring gaps.

Due to increased competition and limited supply, you need a partner who can help you find, recruit, and hire the most qualified physician candidates. With the largest database of physician candidates, Katon's 15 years of healthcare recruitment marketing experience can help fill your pipeline with talent physicians.

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