

# Physician Recruitment

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# Why, When and Who to Recruit?



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# Why do you recruit?

- Growth opportunities
- Enhance diversity of panel
- Physician replacement



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# When do you recruit?



- Less than 10 clinics per week
- Below volume projections
- Not meeting clinical indicators

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# Who do you recruit?

Assess, identify & determine

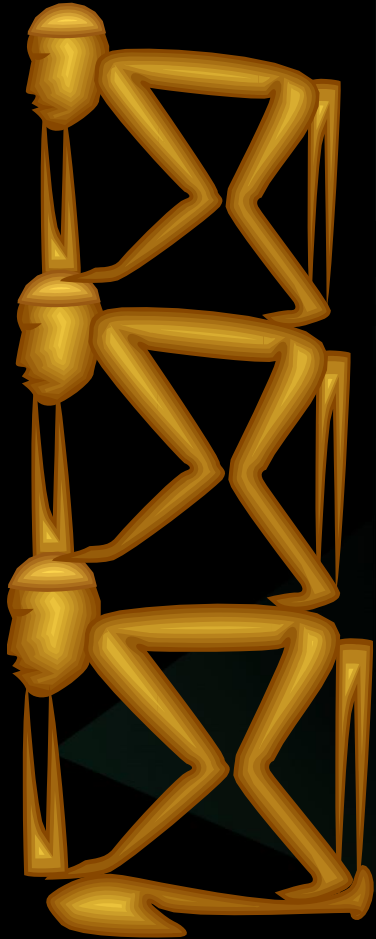
- panel diversity
- demographics by etiology
- current needs



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# One Other Consideration



## Generational Differences:

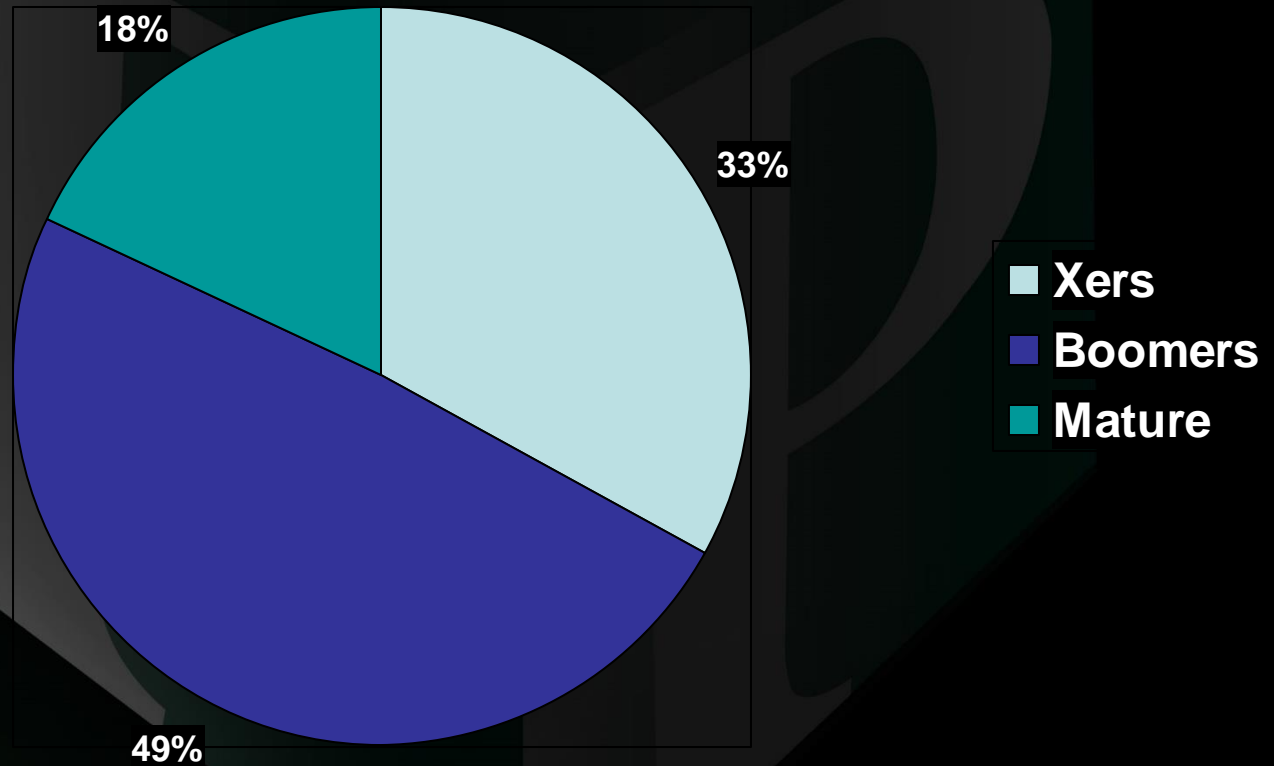
Our current workforce is comprised of three generations

- Generation Xers
- Baby Boomers
- Matures

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# Physician workforce consist of



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# Differences

## Matures

- We vs. me attitude
- Patience and sacrifice
- Pay your dues
- Time is currency for future
- WE FIRST

## Boomers

- Work=Worth
- Competitive and hardworking
- Success is visible
- Time is currency for the future
- BRING IT ON

## Gen Xers

- Question Boomer sacrifices
- Raised as friends to parents
- Loyal to people vs. organizations
- Time belongs to me
- SEIZE THE DAY



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# New vs. Old Workplace

## NEW WORKPLACE

- Job=Profession- “I have another life to get to”
- Employment of convenience
- Distrust of Authority
- Lifestyle schedule
- Focus on the individual

## ▪ OLD WORKPLACE

- Job=Life
- Lifetime job
- Trust Authority
- Blind Faith
- Loyalty

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# Recruiting Methods

Where do you find physicians?

- Hospital Medical Staff Roster
- Inquiry with hospital administration
- Leads from current panel physicians
- Marketing contacts



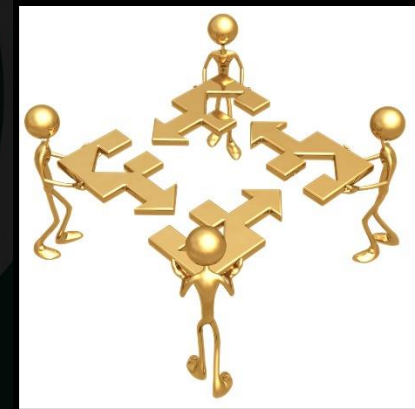
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# Connecting

How do I find ways to interest physicians?

- Host a physician dinner.
- Presentation to your hospital Medical Staff Meeting.
- Collectively recruit with the hospital personal
- Speak to your community contacts
- CE/CME programs



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# Sell the Potential

They want to hear!

- How will this grow my private practice?
- What will be my additional revenue volume?
- Extensive Training?
- Dedicated staff and hospital?

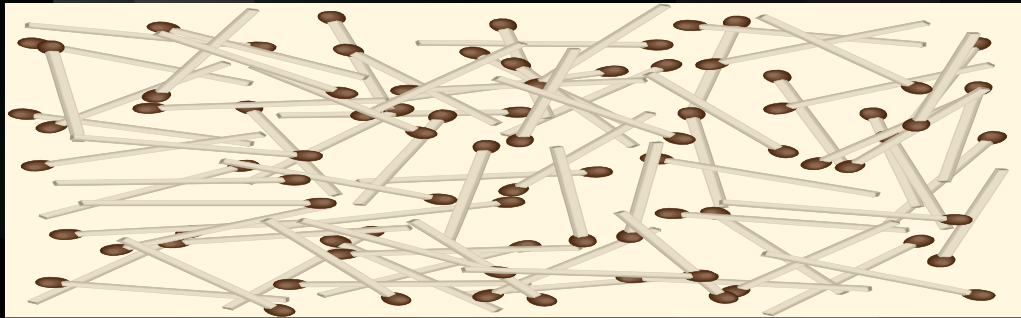


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# Identified!

- Follow Up and Follow through
  - Speak their language
  - Set Expectations
  - Show them the dollars
  - Solidify commitment



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- 1<sup>st</sup> Round of Jeopardy

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# Physician Retention

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In order to understand how we retain our panel physicians we must first understand what they are looking for.....



# What Do Physicians Want?

- Meaningful Work That Makes a Difference
- Sense of Community
- Affirmation of their value by regular, reliable, positive feedback

Cohn, Bethancourt, Simington, 2009

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How do we give physicians what they want  
and at the same time get what we want?

Physician Satisfaction = Retention = Growth



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# Interview the candidate!



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# You Know Best...

Tell your story~

- What is the unique culture of your center?
- What is the culture of your hospital?
- What is the culture of your physicians?



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# Set the Stage

## Manage Expectations

- Unearth all expectations on both sides
- Expectations should be clearly stated from the beginning
- Set realistic expectations
- Avoid false promises



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# Roll out the red carpet

## Welcoming the new physician

- Shifts with Medical Director
- Call from Regional Medical Director
- Review of Center Resources



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# Be Persistence

## Meaningful Work:

- Clinical Pathway
- Reports
- Sharing of Expertise

## Sense of Community:

- Communication
- Relationship Development
- Showing Physician Value to Center

## Affirmation:

- Feedback
- Encouragement
- Acknowledging Achievement

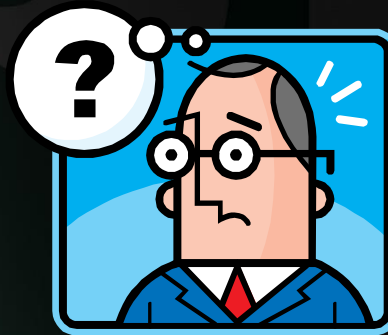


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# Avoid Potholes

Unsatisfied Physicians could equal a loss in potential revenue.



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Be purposeful  
& passionate  
about your goals &  
build your panel one  
physician at a time.

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# Tool Box

- Talking points for a successful dinner
- Center Literature
- Healed Rates
- Volumes
- Physician Panel Summary
- Proforma

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- Round 2 Jeopardy
- Double Jeopardy