



Identified

BIG BOOK

of

HEALTHCARE
RECRUITING TIPS

10 Unconventional Tips for Landing Your Ideal Candidates

An unconventional approach can grab the attention of casual and active job seekers.

Job boards, healthcare recruiting ads and direct mailers have their place, but tucking a few unusual methods into the repertoire can make your efforts stand out.

Try one of these ten unconventional ideas and watch the interest grow.

1

Host a Virtual “Open House”

Meet and greet events bring people together under less stressful terms than interviews, which gives you a more realistic impression of selected candidates than a resume can show. Real personalities emerge and everyone becomes a person instead of a name.

A Facebook open house might involve event invitations sent to your followers and a set time when you'll be present to interact with candidates on your event page. Set up the event beforehand with Facebook page tabs containing information about your company, benefits and job listings.

When you have a group of candidates that you'd like to know better, a Skype group video call puts everyone in the same room virtually.

2

Get Into Nursing School

Students are the next generation of healthcare workers, so begin at the beginning. Find new talent before they graduate and take job search matters into their own hands. Schools with nursing programs pride themselves on placement percentages after graduation, and many are open to recruiters hosting get-togethers and offering goodie bags and other perks to students who might join the ranks after graduation.

3

Conferences Aren't Just for Peer Networking

Healthcare conferences aren't just for continuing education and peer networking. Attending a conference can put you in touch with numerous motivated and talented professionals who take their careers seriously. Some conferences allow recruiters to set up a booth for a fee.

4

Show Your Face With a YouTube Channel

Nothing speaks to job candidates like a human face. Start a YouTube channel to create and post recruiting videos, and healthcare professionals across the country can get your message. Linked from other online methods, such as a recruiting blog, the healthcare facility's website, Facebook or Twitter, YouTube videos can speak more clearly than written words.

5

Offer Referral Bonuses to Current Employees

Hospital employees know healthcare workers at other facilities, so tap into that wealth of information by offering referral bonuses. When a bright candidate becomes a hired employee, the person who gave you the referral will see a nice bonus on their paycheck.

6**Always Be Building**

On web-based platforms such as LinkedIn, Facebook and Twitter, the more connections you have, the more the word gets out. Business Insider recommends actively building connections all the time so when you need them, they'll be there. Your reputation, and that of your company, grows with the volume and quality of your connections.

7**Don't Abandon the Humble Phone Call**

Communicating through email and posts on social networking sites is faster and simpler than picking up the phone, but those methods lack one critical component: the human touch. Phone calls are inherently personal, which means you'll have the candidate's attention. Emails and other online messages are easy to send, but just as easy to skim and forget.

8**Pretend You're a Job Seeker**

If you make it they'll come, right? Not necessarily. Once you think you've got a stellar recruiting strategy, it's time to pretend that you're a job seeker. Look for jobs online using terms that healthcare employees use, not terms that you think they should use. [Nurse Together warns](#) against using facility-specific acronyms that might not apply everywhere. Vagueness makes your information harder to search.

9**Promote Your Mission**

Money talks, but not as loudly as overall job satisfaction. One of the biggest driving factors behind retention is feeling important to the facility. Instead of focusing on which monetary benefits you can offer new recruits, explain the hospital's mission and show them how important they are to achieving that goal.

10

Mother Said to Respect Your Elders

Recruiting efforts are often focused on the young, but healthcare workers nearing retirement have experience and dedication that took years to develop. In an age where older employees have a more difficult time finding jobs, a recruiting message geared to these extraordinarily valuable professionals might reap incredible rewards. Mature healthcare professionals bring a wealth of experience to the hospital. When the time comes for an employee to slow down, their expertise can still work wonders through new-hire mentoring positions within the hospital.

Conventional recruiting methods still have their place. Job seekers rely on them as mainstays when looking for a new position. But adding in something different shows that you're as forward thinking as you are dependable.

Creative Ways of Recruiting Primary Care Physicians

It all comes down to making physicians' lives easier

Quality primary care physicians are always in demand, but there's a predicted shortage in coming years unlike ever before. The Affordable Care Act means more people have access to healthcare. More access requires more doctors, and primary care physicians top the list.

The Oregon Health Authority reported in January 2013 that as many as one in ten Oregon counties have no primary care doctor. Shortages apply to rural and urban areas across the country, so the same old health recruitment methods aren't enough.

Begin at the Beginning

Recruiting more doctors can't produce the right results if the pool of available physicians isn't growing to support increased demand. Competition becomes harder every day, but the same number of hospitals are left without the resources they need.

Hospitals should support or even initiate community efforts toward encouraging high school students to pursue careers in medicine. Sponsoring local scholarships is one way to attract the best and brightest.

This is a boon for rural areas, which experience more recruiting challenges than cities. Young, prospective med students who live in and receive support from rural areas may be more likely to return to their roots.

Address and Assess Common Recruiting Pitfalls

Each primary care physician has different personal and family needs, but some common problems are widespread barriers to effective recruiting.

No salary guarantee, turmoil within the facility, overburdened on-call requirements, few opportunities for the family, and poor schools are a few reasons why recruiting efforts prove more challenging for some facilities than others.

Correcting the problems when you can and offering remedies for those you can't shows that your facility wants doctors to be satisfied.

Enlisting the help of community leaders benefits them, the hospital and the recruit.

Reach Out to the Business Community

The hospital in itself is only one factor that primary care physicians consider when mulling over an opportunity. Enlisting the community's help can make a big difference.

Working with real estate agents, bankers, local business organizations, state bureaus of tourism, and even other doctors can expand your efforts beyond the hospital grounds. When the community looks attractive and feels welcoming, doctors and their families are more comfortable.

One caveat when enlisting the help of other doctors is assessing the community's patient base. When other primary care physicians know that a new doctor will fulfill an unmet need, their own patient base isn't threatened.

Offer Benefits and Perks that Stand Out

Doctors expect a sign-on bonus and healthcare insurance. Offering something different makes your recruiting efforts stand proud among the competition.

Primary care physicians are interested in overall quality of life, not just life within the hospital. Generous vacation time, even when that comes with a lower salary, means your hospital cares about its doctors and their families.

Student loan and tuition forgiveness are becoming more common, but lightening a doctor's financial burden also increases his quality of life. Tuition assistance or scholarships for family members is a creative way to expand that goodwill.

Fringe benefits can be as unique as you like. The personality of the doctor helps guide the selection of this type of offer. Something as simple as dry cleaning pickup can make life easier.

With an eye toward the future, hospitals can encourage more students to pursue medicine, which is the best long-term way to ease recruiting challenges.

By working with local businesses, addressing the unique challenges of the area, and tailoring recruitment efforts to each doctor, your hospital may be the most attractive opportunity a candidate ever sees.

The 4 Perks Doctors Are Looking for

Understand the changing needs of physicians

Incidence of physician turnover was at 6.8% in 2012, which is a sharp increase from 5.9% in 2009 [according to American Medical News](#). This trend is predicted to increase. With more and more doctors looking for new employment opportunities, and many giving up private practices to do so, healthcare recruiting has never been more important.

Attracting any doctor is one thing; attracting the *right* doctor is quite another. Focusing on what physicians really want in a hospital can help your recruitment efforts yield the best rewards, both for the doctor and your facility.

1

The Appeal of Tuition Assistance

Earning a medical degree is no small feat, and it's one that leaves many doctors with substantial student loan debt. Advancing careers with new training is also a costly endeavor.

Hospitals such as [Massachusetts General](#) offer tuition assistance programs which help with new training for more job growth potential. The lure of student loan debt forgiveness is a substantial perk for doctors. With a contractual obligation to the hospital for a predetermined amount of time, footing the bill to attract the right talent is a win-win situation for both parties.

2

Sign-on Bonuses are Practically Expected

Not a new idea, the sign-on bonus is almost a must that speaks in terms that everyone understands—money. A bonus for agreeing to employment means the hospital values the doctor, and an employment contract means the doctor will hold up their end of the deal with loyalty.

[According to Today's Hospitalist](#), sign-on bonuses aren't necessarily "found money" for the doctor, nor are they an expense without compensation for the hospital. They're more akin to loans that the doctor pays back through dedicated service to the hospital for a set number of years.

Developing a recruiter / physician relationship lets you know what incentives appeal to him, and which ones don't.

3

Creative Bonuses and Non-Clinical Pay Incentives

Bonuses are part of the hiring culture for physicians, and many are based on productivity. Offering something different makes one recruitment package shine a little brighter. Creating bonuses for participation in physician leadership and patient satisfaction programs are just two ideas, [according to The Doctor's Office](#), and they benefit the doctor and the hospital.

Some hospitals consider all non-clinical duties as included in the salary. The ability to negotiate those terms makes a contract with your hospital more appealing than one where additional duties are lumped in and outside activities reap no personal reward.

4

Creativity When Recruiting for Challenging Areas

Over 80% of residents agree that location is a primary deciding factor when seeking employment, explains Charlotte Huff for [Trustee Magazine](#). Accordingly, rural hospitals often work harder to attract the right doctors. Two groups offer ideal candidates: those fresh from residency and those nearing retirement.

Doctors with J-1 visas who were trained in the US are allowed to remain in the country as long as they accept positions in hospitals where doctors are in short supply. This can work to your advantage with recruitment strategies.

Personal touches, such as networking and employment opportunity assistance for doctors' spouses or personal meetings with coaches and teachers for the kids help ease part of the decision-making stress. Switching gears from a fast-paced area to rural locale is one less thing for a prospective employee to worry about when the family is included.

As with any potential employee, doctors look for certain signs that make one opportunity stand out from the rest. Strike the right balance between expected perks and those that stand out, and you've got a plan that makes in-demand doctors take notice.

Surprising Benefits That Physicians Secretly Want

Understand the physician as an individual and you'll learn what matters to him.

Everyone wants a million dollars and a Lear jet, right? Not necessarily. Physicians have lives and families, goals and responsibilities, and many of these desires are achieved outside the work environment. Benefits that catch the eye of physicians lean heavily toward achieving a balance between life and work.

Physician recruiting evolves as new generations of doctors leave residency. **American Medical News says** 70-80-hour workweeks and 24/7 on call situations are becoming a thing of the past.

Doctors look for benefits that enhance their lives as a whole, not just their checking accounts. This opens up some creative recruiting possibilities.

Concierge Service Helps Reduce Everyday Stresses

Few professionals are busier than doctors, with on-call time, long hours, and administrative duties. Helping out with small, everyday things by offering concierge service can take some of the personal life errands off the doctor's shoulders.

Concierge services can include dry cleaning pickup, purchase arrangements, meal and travel reservations, appointments and more. This is a legwork benefit, which equals time saved and stress reduced.

Real time off to relax and regenerate lets doctors be involved with their families, which increases job satisfaction.

Meaningful Down Time Increases Morale

Most employment situations come with vacation time. Forward-thinking hospitals understand how meaningful rest and recuperation from the physical and emotional drains of a doctor's work requires something more than two weeks per year.

Meaningful down time equals happier doctors with happier families. For some, this means the traditional, scheduled vacation once or twice a year. Shift flexibility, such as seven days on/seven days off, appeals to more recruits.

Adding annual vacation time into the seven on/seven off work schedule is an attractive bonus, but watch out for being too generous. [Today's Hospitalist explains](#) that too much vacation has a negative effect on both the hospital and the doctor. The cost of locum tenums help adds up, and doctors who are away receive fewer referrals.

On-Site Care Eases Family Responsibilities

Arranging childcare is no small thing, so weaving on-site care into an employment offer lets the doctor worry about one less thing. Childcare may include daycare for pre-school-age children and before and after care for school-age kids.

Taking the idea of family well-being a step further, and offering adult care can help ease a tremendously stressful situation. Doctors that care for aging family members appreciate securing safe, suitable care during work hours. [Barnes Jewish Hospital in St. Louis, Mo](#) is one progressive hospital that understands how valuable this benefit can be to physicians with dependent adult family members.

Recognition and Involvement Leads to Long-Term Satisfaction

At least as much as compensation and vacation time, a sense of belonging and being appreciated is one of the most important benefits that lead to long-term satisfaction and less physician turnover.

[Becker's Hospital Review](#) explains that one-on-one engagement between the hospital administration and the doctor encourages a sense of inclusion. This leads to the doctor truly believing in the hospital's goals and mission.

It's false, Becker's explains, to think doctors aren't interested in the hospital's mission and values. Recognizing their participation and efforts to support that mission fosters long-term relationships.

Recruiting the best physicians is only half the battle. Keeping them on board means learning what satisfies them long term, which reduces recruiting costs from turnover.

Competitive compensation is expected, but helping doctors achieve life/work balance enhances overall satisfaction for hospitals and doctors.

Physician Recruiting Software Rated and Reviewed

Quick software integration means less training so you can get back to the business of recruiting talented doctors.

Finding and keeping the right physicians and healthcare professionals requires a blend of dedication and innovation. **Physician recruitment software** helps find the right candidate. This reduces turnover rates, temporary staffing needs and excessive paperwork, which is a boon for hospitals working toward a paperless goal.

Recruitment software ranges from a major financial investment with significant training required to much simpler systems that keep more control in the hands of the recruiting staff.

These are some of the major players worth considering:



Healthcare Source Position Manager

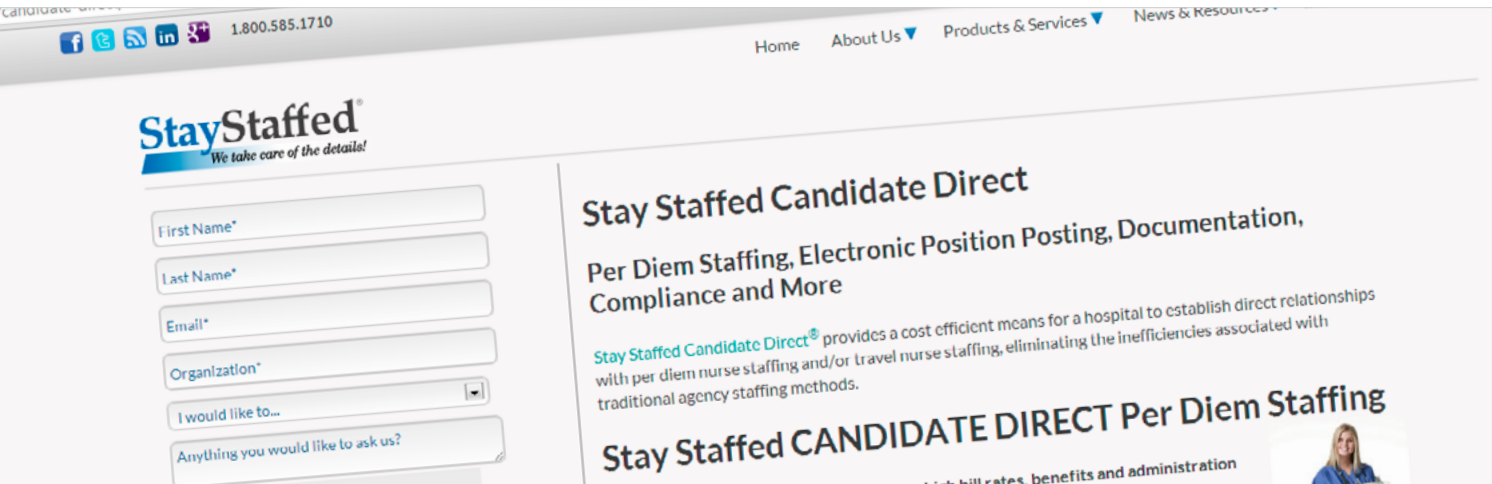
One of the top-rated healthcare recruiting software options, cloud-based Healthcare Source Position Manager covers recruitment tasks such as job postings, application management and screening, pairing the right candidates with the right jobs, tracking and reporting, and new-hire process automation. Pricing is available upon consultation.

Other functions include sourcing to find qualified candidates, hiring process management for automated requisitions and approvals, application management to screen for the best candidates, and onboarding that automates new-hire paperwork and orientation packages.

Spartanburg Regional Healthcare System needed a streamlined recruitment process for managers and applicants, and found what they were looking for in HealthcareSource Position Manager. Among the benefits for Spartanburg Regional:

- Professional presentation, customizable processes fit the hospital's needs
- Smooth and on-schedule implementation
- HealthCare Source team members ready to help with tech questions
- Tracking the requisitions from job posting date to fulfilled date
- Tracking applicants through the hire process

— **Cathy Benson**, Director of Recruitment
Spartanburg Regional Healthcare



StayStaffed Candidate Direct

Candidate Direct is an internet-based staffing solution that helps healthcare facilities source, recruit, and track qualified candidates. The matching system screens for the best qualified matches for posted requisitions. Setup takes less than 24 hours, and training takes approximately 20 minutes. Pricing varies, and is available upon consultation.

Benefits include:

- Decreased staffing expenditures
- Fully customizable interface
- No software to install
- Candidate documentation and credentials viewable online
- Automated reporting

“We realized significant savings almost immediately. With our first FTE hired through Candidate Direct, we saved \$6200. Candidate Direct gave us more candidates to choose from at more competitive rates. I wish all systems were this easy to use.”

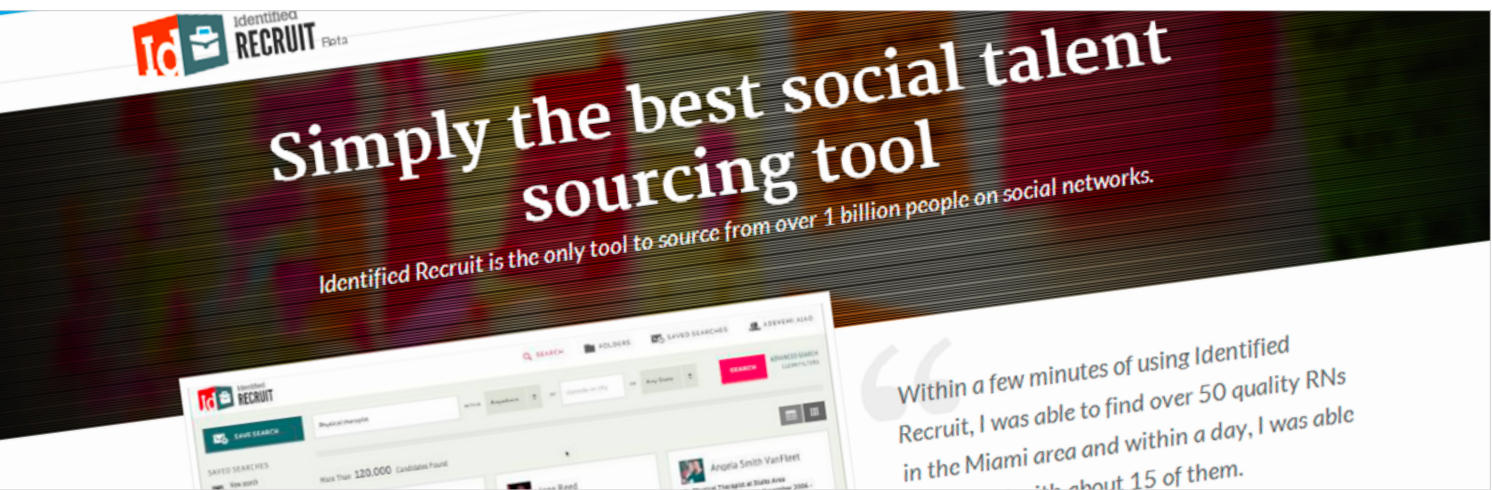
— A Candidate Direct healthcare employer



MedCruiter

MedCruiter is a 100% web-based physician and healthcare recruitment software designed specifically for the healthcare profession. This software is a fully hosted website career center, job order/requisition and resume management tool with reports exportable into Excel. With a \$100 per month subscription fee, this is an affordable recruitment solution. Benefits include:

- 24/7 accessibility
- 100% customizable to your hospital's website design
- Standardized application process
- Elimination of manual resume data entry
- Reusable job orders



Identified Recruit

Identified Recruit is one of the most innovative healthcare recruitment systems available. Integrated with the most-used social media venues, this web-based system expands the pool of talent broader than you might imagine.

Instead of relying on a selection of posted resumes, Identified Recruit gathers information voluntarily provided by physicians and other healthcare professionals on social media. It then transforms that information into a searchable candidate database.

For example, over 110,000 physicians use LinkedIn, while nearly 300,000 use Facebook. The number of qualified, potential candidates just grew more than two-thirds larger with the help of Identified Recruit.

Customized searches let you narrow results by job title, location, company, provider or university. Once candidates are located, saving them in the clipboard function keeps information handy for future reference. Other benefits include:

- Web-based
- No software to install
- Broader reach than traditional recruitment software
- Lower recruitment costs
- Customized searches
- Unlimited storage folders

Healthcare staffing is a full-time job, and recruitment software streamlines the process. No longer a simple matter of placing an ad and hoping for a few great resumes, competition is tough and hospitals need the best tools available. The most innovative systems expand your reach and keep you in control.

Tips on Recruiting Doctors in Rural Settings

Rural health recruitment takes a personal approach that can work to your advantage

Rural community facilities face some challenges that big city hospitals don't. Relative isolation, longer work hours, and sometimes lower compensation can amount to a healthcare recruitment package that's not as competitive as you'd like it to be.

Sell the Family-Oriented Community

Rural living isn't ideal for everyone, but doctors with families might be easier to entice than their single counterparts. Easy access to amenities and higher pay could be worthy trades for cleaner air, lower crime rates, and close-knit communities. A bonus is that even when the compensation package can't match that of an urban hospital, the cost of living in small towns is more affordable.

Recruiting usually includes the family if the doctor has a spouse and especially if there are children. If there are few employment opportunities for the spouse, access to good schools with smaller classrooms, safe areas to play, and more spacious and affordable homes from which to choose might make up for it.

Take Advantage of Federal Under-Serviced Area Perks

The Affordable Care Act, which goes into full swing in 2014, offers some perks that work to the advantage of both rural hospitals and doctors willing to consider them. [According to Healthcare.gov](http://www.healthcare.gov), the Department of Treasury offers a student loan tax benefit to primary care physicians who work in under-served areas and this benefit is retroactive to 2009.

The J-1 Visa Waiver Program waives foreign residency requirements for IMGs who finish med school in the US and agree to practice in an under-served area for three years. Some states even have student loan forgiveness for rural doctors.

Work from the Ground Up

States like [Oregon](#) are adopting a “Grow Your Own” policy where the shortage of doctors in rural areas is addressed by looking ahead. Increasing the number of participants accepted into Rural Scholars Program and encouraging local high school students to consider careers in medicine, particularly as primary care physicians, means more doctors available in the future. Encouragement isn’t enough, so assistance with tuition helps.

A rural residency also increases the likelihood of physicians coming back. In fact, [Trustee Magazine says](#) doctors are more than twice as likely to return to a rural area if they trained there.

Doctors want to feel like an important part of a team; at a smaller hospital, that’s easier to prove.

Present the Rural/Urban Differences as a Benefit

Don’t apologize for the differences between a rural hospital and urban facilities, recommends Hospitals and Health Networks Magazine. Instead, count those differences among the benefits. For a doctor used to sitting in traffic, a ten-minute drive to work might be huge relief.

A small, hometown feel is enhanced at the site visit. In a smaller hospital where almost everyone knows each other, a friendly atmosphere and feeling of welcome is a lot easier to convey.

With the family along, personal attention, tours of neighboring communities, and even a meal at the home of another doctor could be gestures that set your hospital’s recruiting efforts high above others.

The healthcare industry’s growth is almost guaranteed by the Affordable Care Act. Higher demand for talented doctors across the country means recruiters in rural areas are in a tougher race for the best.

By focusing on what’s unique about the area and accentuating the benefits of small-town life, the hospital, community, and doctor all come out on top.

A stethoscope is coiled on a dark, textured surface. The binaural part at the top is out of focus, while the chest piece at the bottom right is in sharp focus, reflecting light. The tubing of the stethoscope forms large loops that frame the text.

About Identified

Identified is a data and analytics company focused on professional information. Founded in 2010 and headquartered in San Francisco, Identified pioneered SYMAN (Systematic Mass Normalization), a proprietary technology that collects, standardizes, and organizes professionally relevant data from the social Web in order to create new products and insights for companies and individuals.

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