

Physician Recruitment & Retention

Social media, mobile devices, online reviews and the internet have changed the way consumers shop and how they make important life decisions. This is also true with how healthcare providers and staff search for new career opportunities and investigate potential employers. That is why your brand, your current employee engagement and your organizational communication structure is so critical.

Recruiting and retaining physicians, mid-level providers, nurses, residents and healthcare staff has become more challenging and vital to the success of an organization. The days of just finding a candidate who is qualified are over. Focusing on the dynamic between the right candidate and your organization is key. Decision makers must hire someone who is the right fit for their organization. It's not just important, it's essential.

We believe to be successful in recruiting and retaining candidates there must be a strong connection to your brand. Recruitment marketing strategies and messaging must communicate key differentiators about your organization, your vision, values and organizational culture.

- We know the financial impact recruiting the right candidate has on your organization.
- We also know the lost time and costs associated with not making the best hire.

Key Facts Affecting Physician Recruitment Today:

1. National Physician Shortage:	Expected to be 150,000 by 2025
2. Average Recruitment Time:	10 to 14 Months
3. Average Direct Recruitment Cost:	\$30,000 Per Physician
4. Average Turnover Rates:	6% Nationally and Rising
5. When Physicians are Solicited:	1 to 5 years Post Fellowship
6. Annual Replacement/Lost Revenue Cost:	\$1.4 Million per Physician



The team at SystemCare Health has been executing successful recruitment branding and marketing strategies for more than 15 years, representing some of the biggest healthcare brands in the world.

Our team has presented nationally on the importance of recruitment branding and marketing, the ROI successful recruitment marketing strategies can bring to an organization, and why different marketing tactics are more successful in recruiting different specialists, mid-levels, residents and nurses.

How a Recruitment Strategy Can Impact Your Organization

Campaign: Sports Medicine / Orthopedic Surgery

Results: Sourced 2 Qualified Candidates with a Good Organizational Fit

Costs Without a Recruitment Strategy

Replacement Cost/Lost Revenue: \$116,000 *per month*
 Length of Time to Recruit: 14 Months
Total Lost Revenue: \$1,624,000

Costs WITH a Recruitment Strategy

Replacement Cost/Lost Revenue: \$116,000 *per month*
 Length of Time to Recruit: 4 Months
Total Lost Revenue: \$464,000

At-Risk Revenue Realized: \$1,160,000

Impact on Provider Retention

A strong recruitment plan can have a major impact on a provider's decision to stay with an organization. In fact, successful recruitment and retention are, in many ways, two sides of the same coin. Often the features that attract a provider to an organization are the same ones that tend to keep them with the organization. Ensuring you have a strong and effective recruitment strategy that is tied to your corporate brand promise is critical to successful provider retention.

To better understand the importance of a strategic recruitment plan, let's look at reasons why a physician leaves an organization.

1. **"My practice is not what was promised to me."**
By implementing better communication partnered with keeping contractual promises, a physician will be much more likely to stay in a practice.
2. **"I want to practice medicine, not worry about administrative duties."**
Putting in place a strategic approach to onboarding and practice development can create a culture of appreciation and allow for a physician to do what they do best – practice medicine.
3. **"I didn't realize that this area was so urban/rural and my family is not happy here."**
A well-rounded recruitment marketing program includes all aspects of the physician recruitment – from the qualifications needed for the job to ensuring a candidate's significant other and children will fit into the community. It can help identify a qualified candidate who will be a good cultural fit also.
4. **"I don't want to worry about hitting my financial incentives."**
Coupling a strong onboarding/engagement program with a strategic recruitment plan can ensure a well built practice that is guaranteed to help the recruit hit their incentives faster.
5. **"I don't feel the organization cares about my needs."**
Physician engagement is key to successful retention. Implementing a solid communication plan structured to keep the physician at the center will keep them engaged in the organization. Soliciting feedback from the physician will also provide the opportunity to avoid roadblocks that could lead to dissatisfaction and, ultimately, departure.

At SystemCare Health, we believe that focusing on a targeted and strategic recruitment plan and coupling that with a retention program designed to marry the promise of the organizational brand with the needs of the physician community is key to attracting *and keeping* the best and the brightest.

We offer:

- A strategic approach that integrates the brand promise with targeted messaging that will create a positive association between the organization and the recruit
- A comprehensive understanding of the audience, encouraging them to react through rational and emotional connections to the organization's culture
- A team of healthcare recruitment marketing professionals who have worked with some of the biggest names in healthcare
- A robust onboarding and retention strategy that addresses all of the key drivers of physician turnover
- Two engagement options: a partnership with your existing recruitment team or a consultative approach to execute strategic recruitment searches, including web, digital, direct marketing and e-marketing
- An in-house media placement division with long-standing relationships with key placement outlets
- Full marketing and advertising agency capabilities, including design, copy writing, recruitment web development, social media and collateral development.
- A measurable program that will quickly demonstrate financial gains for the healthcare organization

For more information, contact us online or via email at info@systemcarehealth.com today.