

Name: _____

Phone: _____

Idea Lab: Doctors *Are* Different: Leverage Three Key Trends to Gain the Recruiter's Edge

Tony Stajduhar
Jackson Physician Search

Thursday, Oct. 27
12:45–1:15 p.m.





Idea Lab

Doctors Are Different: Leverage Three Key Trends to Gain the Recruiter's Edge

Tony Stajduhar
President
Jackson Physician Search

Thursday, Oct. 27, 12:45 p.m.–1:15 p.m.

Don't Forget to Rate the Workshops on the ASA Staffing World App



1. Click Session Descriptions on App homepage
2. Choose session to rate
3. Click "Rate Session" clipboard icon

Don't forget to hit submit at the end!



To download the app, search for ASA Staffing World in the iTunes store or Google Play store.





Doctors Are Different:
Leverage Three Key Trends
to Gain the Recruiter's Edge

JACKSON
Physician Search

Meet Your Presenter



Tony Stajduhar
President
Jackson Physician Search



***Builds Recruitment Scale • Leverages New Technologies
Shares Knowledge of Industry Trends***

"The most rewarding part of my job is knowing our team has helped thousands of clients bring physicians into their communities to build a fulfilling practice and establish a satisfying life for themselves and their families."



4

Learning: Have Some Fun Audience Poll





5

Learning: How Doctors are Different *Motivations*

Physicians are focused on expertise; business managers are focused on efficiency

Physicians' primary loyalty is to patients; business managers' primary loyalty is to the organization

Physicians have made responsibility solely personal; managers' responsibility is shared with other managers, staff and board members



6

Learning: How Doctors are Different *Beliefs*

Confidence	Integrity	Pride	Passion
62% My hospital/health system is a name I can always trust	46% My hospital/health system always treats me fairly	66% My hospital/health system makes me proud to be a part of	35% My hospital/health system is perfect for physicians like me
45% My hospital/health system delivers on what they promise	36% My hospital/health system can always be counted on to reach a fair resolution	48% My hospital/health system treats me with respect	25% My hospital/health is one where I can't imagine a world without them

JACKSON
Physician Search

7

Physician Landscape

JACKSON
Physician Search

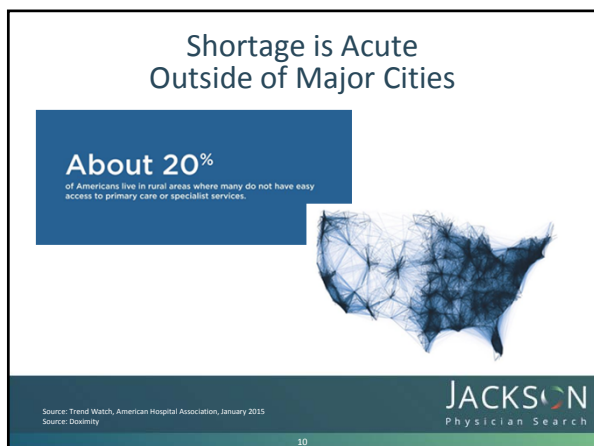
8

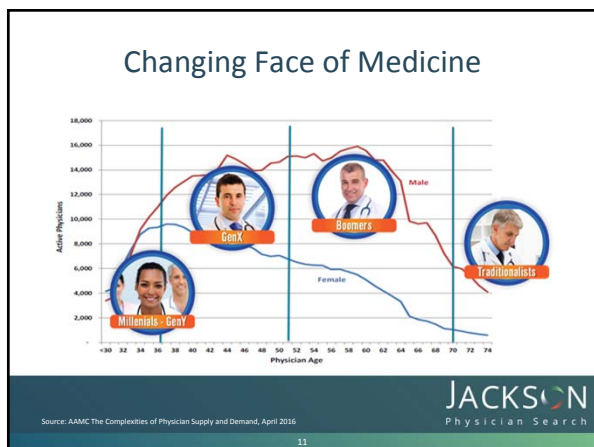
Physician Shortage

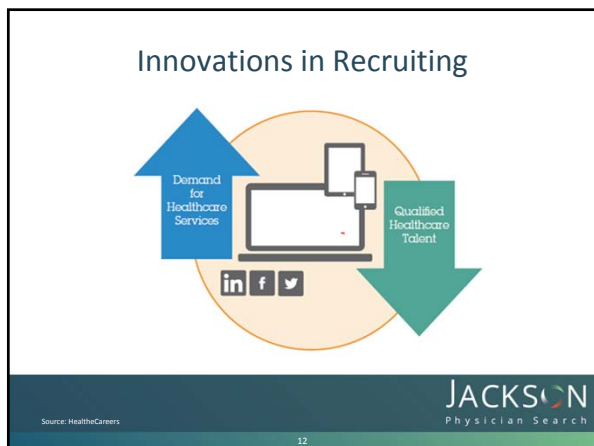
JACKSON
Physician Search

9

Source: AAMC Physician Supply and Demand through 2025, March 2015







Gaining the Recruiter's Edge: Three Key Trends



**IMMEDIACY &
MOBILITY OF
SOCIAL-DIGITAL
MEDIA**



**HIGHLY
PERSONALIZED
EXPERIENCE**




**AGILITY OF
BLENDED
RECRUITMENT
MODEL**





13

Social-Digital Media



Rise of the Digital Omnivore






14

Rise of the Digital Omnivore

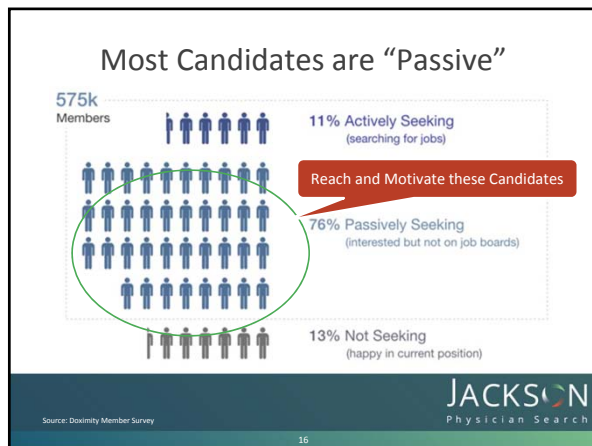
75% +

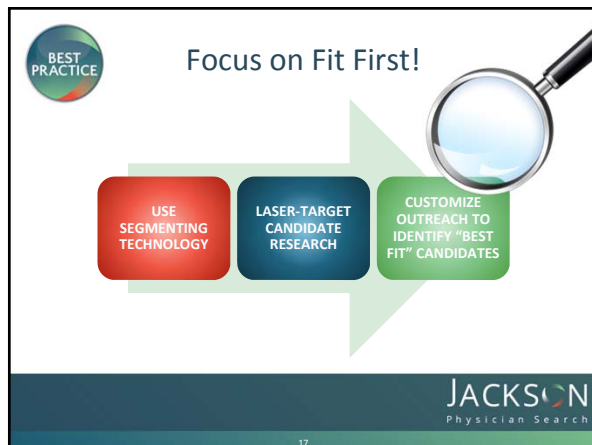
physicians use
smartphones and
tablets for professional
reasons





15









BEST PRACTICE

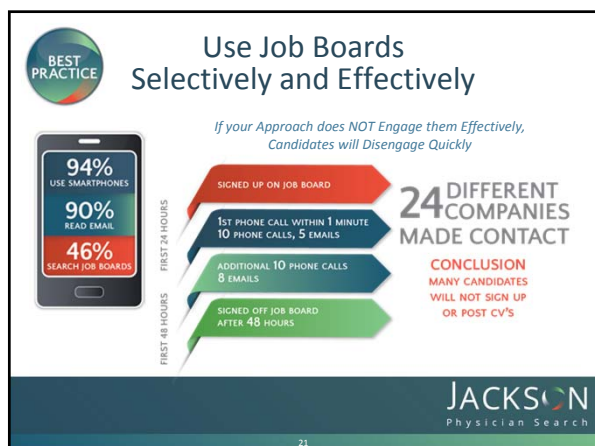
Be “Discovered” by Passive Candidates

Connect Via Social Media:

- 60% of physicians’ most popular activities on social are following what colleagues are sharing and discussing
- 2/3 of doctors are using social media for professional services
- 31% of health care professionals use social media for professional networking and development

JACKSON
Physician Search

20



Gaining the Recruiter's Edge: Three Key Trends



**IMMEDIACY &
MOBILITY OF
SOCIAL-DIGITAL
MEDIA**



**HIGHLY
PERSONALIZED
EXPERIENCE**



**AGILITY OF
BLENDED
RECRUITMENT
MODEL**



22



Highly Personalized Candidate Experience

"My recruiter put together the perfect fit. He expedited the process, and it went much faster and more smoothly than I had anticipated."



Physician experience.



23



Game Plan: Strategy & Agility

Winning top physician talent in a competitive market

- ✓ Recruit aggressively
- ✓ Draft a winning interview team
- ✓ Timeliness is critical
- ✓ Be flexible
- ✓ Be prepared to make a decision
- ✓ Your recruiter is your best ally





24



Think & Act Outside the Box

Remove obstacles

What can we do?

Eliminate can't

Focus on How



JACKSON
Physician Search

25



Incentive Ideas



JACKSON
Physician Search

26



Roll Out the Red Carpet

Will this make the candidate feel special?

Make the on-site interview memorable!

Utilize your "best salespeople"

Include the family from the first visit

60% social / 40% business

Sell the vision



JACKSON
Physician Search

27

Battle Interview Fatigue

Which Picture is Your Interview Team?

28

Battle Interview Fatigue

MESSAGE DELIVERED FROM THE TOP
↓
ORGANIZATIONAL CONSENSUS: RECRUITMENT IS A TOP PRIORITY!
↓
DEVELOP A UNIQUE BRAND IDENTITY
↓
BRING YOUR "A GAME" TO EVERY INTERVIEW
↓
ALWAYS HAVE A PLAN B

Give Your Team....

An Easy Button!

29

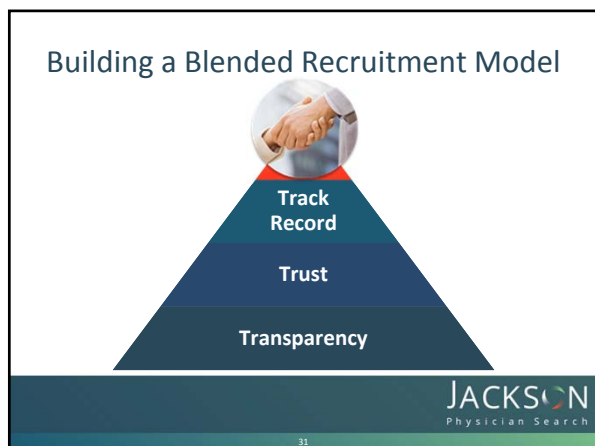
Gaining the Recruiter's Edge: Three Key Trends

IMMEDIACY & MOBILITY OF SOCIAL-DIGITAL MEDIA

HIGHLY PERSONALIZED EXPERIENCE

AGILITY OF BLENDED RECRUITMENT MODEL

30





Recruitment Partner Selection

June 15, 2016

H&HN
HOSPITALS & HEALTH NETWORKS™

10 Steps to Hiring the Right Health Care Consultant
Since transparency is not mandatory for consulting firms, consider these attributes when deciding whom to hire, says Paul Kackley.

1. Reputation

2. Industry Insight

3. Action

4. Quality Controls

5. Turnover

6. Relevant Engagements

7. Client Retention

8. Industry Associations

9. Leadership

10. Client/Consultant Fit

JACKSON
Physician Search

33

Delivering Return on Investment

Benchmark recruitment metrics to exceed industry standards:

- Time to fill faster than 60 days
- Acceptance rate greater than 90%
- Fewer than 3 interviews for every hire
- Return investment PLUS – within the first full year of practice

What is the TRUE cost of the right vs. wrong hire?

Summary Gaining the Recruiter's Edge

IMMEDIACY & MOBILITY OF SOCIAL-DIGITAL MEDIA

HIGHLY PERSONALIZED EXPERIENCE

AGILITY OF BLENDED RECRUITMENT MODEL

Resources

- Physician Trends 2016 Report
- Physician Engagement & Alignment 2016 Report
- Recruiters Edge eBook Series
- Physician Salary Calculator

Find these and more at:
www.jacksonphysiciansearch.com

Resources



Tony Stajduhar
President
Jackson Physician Search
678.690.7908
tstajduhar@JacksonPhysicianSearch.com





37





38

Don't Forget to Rate the Workshops on the ASA Staffing World App





1. Click Session Descriptions on App homepage
2. Choose session to rate
3. Click "Rate Session" clipboard icon

Don't forget to hit submit at the end!

To download the app, search for ASA Staffing World in the iTunes store or Google Play store.



Thank You for Attending



Tony Stajduhar
President
Jackson Physician Search