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Successful Client-Recruiter Relationships

Does the future of your organization depend on recruiting physicians and/or advanced practice providers? Creating a successful relationship with a recruiter can make all the difference in achieving your recruitment goals. The following responsibilities will help set appropriate expectations for the recruiter and yourself.

Client Responsibilities

- Provide the recruiter with substantial and factual information regarding your organization. They become a "virtual ambassador" when presenting your opportunity to prospective candidates.
- Provide the recruiter with realistic and adequate specifications for the search assignment. The information you provide regarding the "ideal candidate" will help the recruiter screen and present candidates appropriately.
- Use your recruiter as a reliable source for industry information regarding the available pool of candidates, compensation, benefits, recruitment incentives, site visits, search closure and retention. An experienced and well-connected recruiter can provide an objective and fresh perspective on your needs.
- Transparency and open communication inspire a true client-recruiter partnership. Be honest with the recruiter and treat him or her with respect. He or she can be an essential member of your team, particularly when you have ongoing recruitment needs.

Recruiter Responsibilities

- Secure all necessary information regarding the organization and ideal candidate specifications to represent the client's opportunity with professionalism, knowledge and enthusiasm.
- Keep all commitments made to clients, particularly when critical and urgent search assignments are involved.
- Present only those candidates who meet client specifications and be honest with clients regarding your interaction with the candidates.
- Encourage, support, and maintain open and clear communication with clients. Open communication is essential to a successful search.
- Provide clients with clear and current data to assist them in recruiting a top choice candidate.

Experience and Teamwork

Select an experienced recruiter who can help achieve your recruitment goals. See the next article: Top 10 Questions to Ask a Search Firm. A strong client-recruiter relationship will ensure you successfully recruit your top choice candidates.

For additional information regarding search services, please contact us.

Top 10 Questions to Ask a Search Firm

Before hiring a search firm to assist with your physician recruitment needs, it's important to ask the firms in consideration the right questions. In a recent interview, Scott Manning shared with us the top 10 questions

he asks a search firm before considering engaging their services and his rationale for why he asks them. Manning is the Director of Human Resources and Provider Recruitment at District Medical Group, a multispecialty group of 250 physicians located in Phoenix, Arizona. As President Elect of the Association of Staff Physician Recruiters (ASPR), Manning will be leading the 1100+ ASPR membership.

1. **How long have you been in business?**

It is important for me to know I am working with an experienced firm that has the tools and knowledge in the physician recruitment industry to help me meet my recruitment goals.

2. **Do you recruit all specialties?**

Specifically for hospitals and multi-specialty groups, a firm with access to a large number of physicians in all specialties is a plus.

3. **What success have you had in the specialty for which we are recruiting?**

It is helpful to know a firm has had experience and success in the specialty you are recruiting. Having a knowledge base of the specialty is always an advantage when presenting an opportunity to a candidate.

4. **What is your fee and how is it structured?**

There are several types of search firms – retained, contingency, contained, and locum tenens. Healthcare organizations must determine the differences in the type of search firms and which type of firm can best assist your facility.

5. **Is there a guarantee?**

A search firm should provide a guarantee that the provider will stay with the medical facility for a specified period of time. It is important that the search firm be a vested partner.

6. **What is your process?**

Successful firms source, screen and interview candidates who meet the criteria of the medical group or hospital. These firms realize recruiting a physician is a very time sensitive project. Conducting an effective candidate pre-screening interview saves everyone time.

7. **What is the size of your firm?**

Large is not always better. The size of firm is not necessarily an indicator of success. I have found success working with smaller firms that can give my search the personal attention it needs.

8. **How is your recruiter retention?**

Firms that have a revolving door may not best meet the need of your facility. A recruiter who stays with a firm for a number of years is somewhat similar to organizations that have good staff and physician retention. It speaks volumes to the organization.

9. **Who will be my point of contact?**

I prefer to work with firms where I have one point of contact. The process can be very fragmented with three different search consultants involved in the search.

10. **Will you provide references of groups/hospitals I can contact?**

The ability to provide references shows the firm is proud of their reputation and track record.

In closing, Manning summarized: "To condense what I look for in a quality search firm, I find ethical, professional firms are usually willing and eager to give names of other facilities with whom they have worked. Aspects of contracting with a search firm include not only the experience, size of firm, cost of search but also the search process itself. Search firms must have a process that lends itself to open, honest communication. It is important to have the search firm really listen to the experience, training and criteria we are looking for in a candidate. As clients, we realize the time involved in advertising, sourcing, screening, and interviewing candidates. It saves everyone time and effort if only those candidates who meet the criteria are presented for consideration."

If you are ready to begin a search and are looking for a quality search firm, please contact us and we will be happy to answer all your questions!

Market Analysis: Internal Medicine

- Practicing Internists in the United States: 118,485
- Practicing Internists over age 45: 57,732
- 2010 Internal Medicine Residents: 5,907
- 2010 Female Internal Medicine Residents: 43%
- 2010 International Medical Graduate Internal Medicine Residents: 47%
- 3rd Year Internal Medicine Residents entering subspecialty fellowships: 75%
- Graduating Internal Medicine Residents seeking Hospitalist positions: 9–10%
- Graduating Residents seeking general Internal Medicine positions: 13–15%

Most organizations recruiting General Internists understand the challenge they face with a very limited pool of candidates. If we can assist with providing Internal Medicine compensation and recruitment incentive data, or if you need assistance with recruiting an Internist, please contact us.

Locum Tenens Physicians – Who Are They?

Who are locum tenens physicians and how do they view providing locum tenens coverage? Below, William O'Brien, MD – a Family Physician from Scottsdale, Arizona – discusses his career as a locum tenens physician. Awarded Locum Tenens Physician of the Year by **Locum Life**, Dr. O'Brien has embraced his second career.

How long have you been a locum physician and what were the determining factors in your decision?

I began locum tenens assignments in early 2002 after attempting early retirement and relocation to another metropolitan area, neither of which took. I had become very disenchanted with some of the non-clinical aspects of medicine, but discovered how much I missed direct patient care. Locum tenens was an interesting option.

What do you consider before deciding to affiliate with a locum tenens firm?

My first encounter with locum tenens was as a practice owner in 1993 in dire need of support when my partner left our clinic. I was very satisfied with the providers who helped at that time, and contacted the same company, Catalina Medical Recruiters, when I decided to pursue locum tenens as a provider. I book about 75% of my assignments through Catalina Medical Recruiters. They have offered assignments from one day to three months and tend to know the practices very well. I have rarely been surprised or disappointed by their assignments. I also have contracted with two other national locums firms, but find I am less likely to accept their assignments, which are offered less frequently.

What do you consider when deciding to accept a specific locum assignment?

Distance from home, duration of assignment, past experience with the organization needing a locum, and appropriateness to my specialty.

What was your favorite locum experience and why?

One of my earliest assignments was to a community clinic about 100 miles away from home. The staff, patients and building (but not the town) somehow reminded me of clinical experiences years earlier in my home state of Minnesota. I have returned to this assignment several times. I just enjoy it!

What can a locum firm and client organization provide that will make the locum assignment a successful experience both professionally and personally?

As a locum physician, it is important to hit the ground running. Every patient I see is a new patient and I

must adapt quickly to new practice settings and office procedures. Accurate information, clear expectations and reimbursement in keeping with responsibilities help to make the assignment a successful experience. I have found providing medical care to patients in need and assisting organizations that have a staffing shortage very gratifying.

Locum tenens physicians provide much needed relief to hospitals and medical practices. If you anticipate a need for temporary physician staffing and would like more information, please contact us.

Compensation Corner:

Nephrology

2009 National Median* \$249,500

By Geographic Region:

East	\$247,000
West	\$249,000
South	\$271,000
Midwest	\$278,000

Ophthalmology

2009 National Median* \$305,900

By Geographic Region:

East	\$275,900
West	\$310,100
South	\$310,000
Midwest	\$344,000

Surgical Oncology

2009 National Median* \$323,300

*Our new data will be available next issue. If you need 2010 data for these or other specialties, please contact us.

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