

Keys to Physician Prospecting: Striking Gold Requires a Plan

By Allison McCarthy, CHG Managing Consultant

Among the key aspects to a top-notch physician recruitment effort is selective sourcing—finding and screening a pool of highly qualified candidates. Today's healthcare organizations must be proactive when it comes to filling the funnel; that is, generating a sizeable list of solid candidates in order to recruit the perfect match.

To ensure success, it's important to develop a sourcing strategy as one of the first steps in planning a new recruitment assignment. To create this important framework, you need to have all the facts related to candidate qualifications, practice offerings and timeline for completion. Then, there needs to be some research to understand the market demand versus supply for that specialty. With those two categories of information, you can then gauge if you believe this is going to be a fairly easy search to complete, or one that will take some aggressive work to fill.

From there, create a list of the sourcing options: direct mail, Web postings, even specialty meeting exhibits. Rank ordering these in highest to lowest priority based on the performance of each of these tactics from your experience, as well as information gathered from your colleagues who have conducted a similar search.

With your ranked sourcing list and estimated expenses for each, you are ready to create a plan that considers your budget and the level of challenge the search will require. You can assume that the harder the position is to fill, the more you will need to invest to support your search.

If you're like your peers, these preliminary steps may feel a bit overwhelming as there is much data to be evaluated and organization that is included. But, without a strategy, your efforts can easily become misdirected, unfocused and potentially more expensive than necessary.

- Consider using existing survey information available in articles and on search firm Web sites to determine candidate preferences.
- Contact training programs and inquire about what requirements their graduates have in a new position.
- Use your network of colleagues to get their insights and experiences.

Another resource you might find helpful is Corporate Health Group's new newsletter—MD Recruiter Update. Distributed four times a year to those who are part of the mailing list, the newsletter provides timely news, tips and success strategies for the busy physician recruiter. The Winter 2006 issue specifically addresses the topic of sourcing and offers insight on how to get the most out of direct mail and networking for prospects via the medical staff. And it also offers insights on personal skills needed for prospecting success through effective telephone interactions.

If you'd like to be a part of the distribution list for MD Recruiter Update, simply contact the publication's editor Allison McCarthy [via the Web](#).

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