

7 ways to shorten the physician recruiting cycle

Some physician specialties have always been hard to fill, but the growing physician shortage¹ is making it even more difficult to recruit the clinicians you need. Healthcare organizations can increase their chances of success by following these seven physician recruiting strategies.

1. Educate providers about life in your community

Today's physicians are looking for more than just money and location when deciding where they want to work and live. A 2022 survey of physicians who changed jobs found that only **12.6%** did it for the money and **8.8%** for the location. On the other hand, **35.2%** said it was for better work/life balance.

As part of the recruiting process, share what your community has to offer in terms of lifestyle, such as:

- A shorter commute
- Cultural diversity
- Family activities
- Quality of schools

What makes your opportunity stand out to a candidate beyond just the job itself?

2. Showcase your facility

Pique your candidates' interest right away by showing them what your facility looks like inside and out. This is especially important if your facility is located in a rural area because it can help break the stereotypes about rural healthcare.

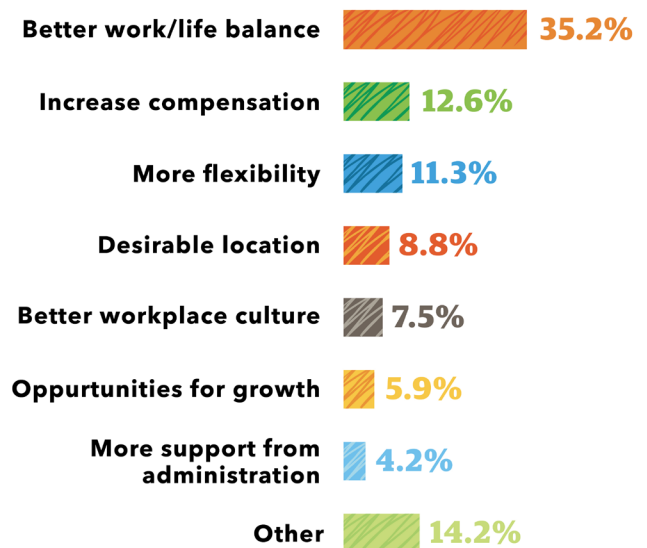
Share videos or give candidates a virtual tour when they first apply so they can get a visual of what the site looks like. Giving more information upfront will increase interest in an opportunity and help allay concerns.

3. Promote career growth opportunities

If your health system offers career growth opportunities for physicians, be sure to mention them during the interview process.

For example, if you have a residency program or a research institute, you may be able to attract physicians who are interested in research or teaching on the side.

Reasons physicians change jobs²



4. Ask your own physicians for referrals

One of the most effective ways of sourcing quality applicants is a strong internal referral program. Whenever you have an opening, send it first to your own physicians in that specialty and ask them to refer anyone who might be a good fit. They may also have access to their specialty organization's career site as a candidate sourcing tool.

Early career physicians are an especially good source because they often maintain connections with the colleagues they trained with.

5. Use virtual recruiting resources

The wide acceptance of virtual tools means you can connect with a broader range of candidates. Participate in virtual career fairs as well as local career events. And virtual interviewing allows you to have face-to-face conversations with more candidates early in the recruiting process without the expense and effort of a site visit.

Doctors prefer it too. It's often easier to sit in front of the computer and talk to multiple recruiters, plus it requires less of a commitment than flying to a location for an on-site interview.

6. Use a contingent staffing agency

When recruiting for hard-to-fill specialties, a contingent staffing agency can extend your reach without adding to your workload. And because you pay for the service only when a position is successfully filled, there's little risk.

For tougher searches, a contingent staffing agency can reduce the amount of time your internal recruiters spend sourcing candidates. Agencies also typically have access to a larger database of candidates, including physicians who may not be actively looking for a new job.

7. Think outside the box

When all else fails and you're still struggling to fill an opening, try something you've never done before. This could be anything from advertising on physician-specific social media platforms to sponsoring a specialty-specific podcast. You won't know if it will work until you try.

CHG Healthcare can help you find the physicians and advanced practice providers your organization needs. Call 866.588.5996 or email ecs.contact@chghealthcare.com for a consultation.

1. U.S. physician shortage growing. AAMC News, June 26, 2020.
<https://www.aamc.org/news-insights/us-physician-shortage-growing>

2. Survey: Nearly half of physicians changed jobs during the pandemic. CHG Healthcare, June 22, 2022.
<https://chghealthcare.com/blog/physicians-changed-jobs-survey/>