

How to get started with AI in physician recruiting

When used effectively, AI can serve as an extension of your recruiting team – automating routine tasks so you can focus on the high-touch, human aspects of recruiting. AI is already being deployed in recruiting, helping with sourcing, candidate screening and matching, workflows, and marketing communications. Here's how to get started on integrating AI into your physician recruiting process.

1. Learn more about AI in recruiting

Take advantage of training platforms featuring courses on AI, such as Coursera, Udemy, and LinkedIn Learning. Watch webinars from professional associations and subscribe to blogs and podcasts to stay updated on the latest industry trends and AI best practices.

2. Enlist support

You'll need the support of internal stakeholders, such as your IT and compliance teams, to obtain needed access to AI products, implement new workflows, and ensure compliance.

3. Create an implementation roadmap

Identify the pain points in your current process that could benefit from automation, and then define your AI objectives. Use these to create a detailed implementation plan as well as a review process to evaluate future results.

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5. Experiment with tools

For tools like virtual candidate screening, reach out to multiple vendors so you can compare functionalities. Natural language generators are free and easy to access, making it simple to experiment with them and find which one works best for your needs.

6. Focus on the human touch

AI should complement, not replace, the human touch in recruiting. If you send out too many automated messages, for example, candidates may disengage in favor of a more personalized process.

AI is like any other tool; it's only effective if you're using it appropriately. It should never replace the human touch that's critical to the physician recruitment process. However, many routine or time-consuming tasks can be successfully supported by an AI tool.

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