

4 strategies for recruiting physicians in a competitive market

Emerging markets like telehealth and managed care organizations are increasing the competition when it comes to physician recruitment, forcing healthcare organizations to adapt to provide the employment experience physicians want. Here's what you can do to recruit and retain the physicians your organization needs.

1. Offer greater flexibility

In a 2025 CHG physician sentiment survey, 86% of physicians said work-life balance was an important aspect of their work. Physicians want flexibility, and they're finding it with telehealth and other emerging competitors. Some flexibility tactics include:

- Building flexible staffing models
- Creating an internal pool
- Offering telehealth options
- Allowing work from home for admin tasks
- Supplementing your workforce as needed to prevent burnout

2. Focus on engaging physicians

The majority of physicians don't think their leaders have their best interests at heart, which translates to an increased risk of turnover. An effective engagement strategy must be formalized and include physician surveys, monitoring of results over time, and communication of any actions taken. Physicians need to know that if they've taken the time to provide feedback, the organization has listened to them.

3. Increase the recruitment budget

Competition for hiring physicians is fierce, and recruitment budgets need to reflect that reality. Increasing your physician recruitment budget by 20 – 30% in the next five years will allow your organization to stay competitive and attract quality physicians. The majority of that budget increase should go directly to recruitment and onboarding efforts.

4. Integrate with other physician support services

Healthcare organizations need to integrate their recruitment services with their other physician operations by creating a centralized vertical dedicated to physician services. Focus areas that belong in this vertical include compensation, engagement, retention, physician wellness, and efforts to reduce administrative burden. By adopting a holistic approach, you can understand what physicians want and how to retain them once they're hired.

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