

# Recruitment Strategy

## Plan a Recruitment Strategy

- Who will be involved with job search?
- Speak with Admin, Department Heads, Physicians
- What is the criteria for your ideal Candidate?
- What is your recruitment budget?

## Prepare Marketing Strategy

## Write Your Marketing Piece

- What type of Physician and Employment Model?
- Who is your target audience?
- What is your marketing budget?
- Strengths of your Hospital / Practice / Community
- Which publications / websites will you use?

## Launch Your Search

- Engage a Recruitment Agency
- Place Journal Ads
- Send Mailers
- Talk with Your Network

## Screen Candidates

- Decide who will be responsible for screening the candidates
- On-line job boards often offer CV access
- Have an "Ideal Candidate Profile" to use while screening candidates
- Respond to All Inquiries

## Phone Interview

- Set a script and assign one person to perform phone interviews
- Explore why they want your geographical area
- Find out their time frame for making a decision
- Talk about others involved in the search
- If candidate looks good on paper and on the phone, schedule on-site interview

## On-Site Interview

- Schedule staff to be available for interviews
- Have a set itinerary for each visit
- Have a comprehensive interview
- Treat each Physician as if you want to hire them
- Make accommodations for those involved in the search

## Make an Offer

- Present the Whole Package not Just the Salary
- Know What is Negotiable and What is Not Negotiable in Your Contract
- Know What Your Best Offer Can Be
- Have a point of contact

## Complete The Paperwork

- Have one point of contact to assist the candidate in completing all paperwork
- Assist with licensure, credentialing, insurance panel, etc.
- Stay in touch with your new employee
- If relocating, introduce new employee to a realtor and other community resources

## Prepare the Practice

- Follow up on credentialing and other paperwork
- Establish a realistic start date
- Establish Office Space and Schedule
- If necessary, market to the community

## Month of Start

- Welcome new Employee to the Practice
- Welcome Physician's family