



## CLIENT PROFILE

# Lewistown Hospital simplifies and organizes its physician recruitment process

### Competing for physician talent

As the competition and demand for physician talent continues to grow, smaller organizations with limited staff may feel overwhelmed managing the complex, multi-step process of recruiting physicians. How can smaller hospitals compete with the robust recruiting staff of a larger competitor? The answer: HealthcareSource<sup>®</sup> Physician Recruitment Manager<sup>SM</sup>.

This physician applicant tracking system helps organizations of all sizes simplify, organize, and improve its recruitment operations. Physician Recruitment Manager makes it easy for smaller organizations to proactively manage the process and attract superior physician talent — at an affordable price.

### Managing the physician recruiting process

Lewistown Hospital is a non-profit 123-bed acute care community hospital serving the 80,000 residents of Mifflin and Juniata counties in rural Pennsylvania. Established in 1905, the hospital provides inpatient, outpatient, wellness, and community services. The hospital's staff consists of more than 1,000 full- and part-time employees and 128 physicians and allied health practitioners with

specialties ranging from family and internal medicines to cardiology and infectious disease.

Like most other small rural hospitals, Lewistown's in-house physician recruiting department is quite small. In fact, it only consists of one full-time recruiter: Katelin Kramm.

Kramm manages nearly every aspect of hospital physician recruiting. From advertising and phone interviews, to reviewing CVs with hiring managers and scheduling follow-ups, she does it all. "I've got to be efficient and organized at all times, because there's no one else to fall back on," said Kramm.

In 2008, Lewistown Hospital began their quest for a physician applicant tracking system. Their main objective was to identify a solution that would centralize recruitment data and make it easier for stakeholders to monitor the hiring process.

Lewistown Hospital chose Physician Recruitment Manager because it was easy to use and a great value. "We loved that we could pay on a subscription basis and the costs were predictable," said Kramm. "And the fact that it's web-based made it an easy internal sell because it wouldn't drain internal IT resources."



### About Lewistown Hospital

**Location:** Lewistown, PA

**Specialties:** Provides inpatient, outpatient, wellness and community services.

**Mission:** To provide personal, high-quality economical healthcare for our communities.

**Employees:** 1,000, 128 physicians

**HealthcareSource Solutions:** Physician Recruitment Manager<sup>SM</sup>



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### Fast and easy implementation

To guide the hospital through the integration, Lewistown was assigned a designated representative to quickly answer any questions or concerns. This dedicated support from the HealthcareSource team helped ease Lewistown Hospital through the implementation process. In fact, the Physician Recruitment Manager integration proved to be a simple process, something that left Kramm pleasantly surprised. “We thought our customizations would mean a long and complicated implementation process,” said Kramm. “But that wasn’t the case. They were so responsive and made us feel like they wanted to work with us until everything met our needs just right.” The software was so intuitive and easy to use; Lewistown Hospital was up and running within a few days of their brief phone-based training session.

### Quick results

Kramm noticed improvements in the process soon after implementation. She could easily access all candidate data in one place, and helpful tools like the pre-credentialing questionnaire helped her work more efficiently. “I was able to customize the questionnaire and email a link to the candidates,” said Kramm. “What used to take weeks to complete, can

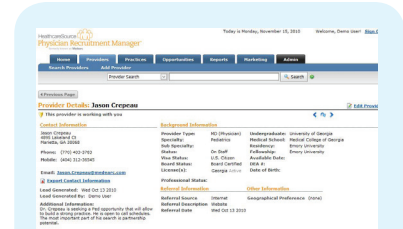
now happen in a matter of days — if not sooner.”

Physician Recruitment Manager’s reporting tools also provide Kramm with easy access to a variety of recruitment data — like where the candidates are being sourced from — so she can track expenses and focus her limited resources on what has been proven effective. And the fact that it is all web-based means Kramm always has quick access to the information — wherever she has an internet connection.

HealthcareSource has also been a great resource for data to market open positions at Lewistown Hospital. Kramm worked with her dedicated representative to pull together a mailing list for an open pediatrics’ position. After a quick call to her HealthcareSource representative, Kramm knew how many physicians were qualified and fit her specific criteria. “Based on that number, I was able to determine whether or not I wanted to buy the list,” said Kramm. “This is a great added benefit that is going to save us time and money. And it will give me a better understanding of my candidate pool.”

With more than 1,000 hospital customers, HealthcareSource is the leader in talent management for the healthcare industry. Through its software-as-a-service solutions, HealthcareSource helps hospitals acquire, develop, and retain the best workforce possible in order to maximize the quality and efficiency of patient care. The company’s talent management solutions include applicant tracking, onboarding, pre-hire assessments, performance management, physician recruiting, video interviewing and a leading healthcare job board. A private corporation, HealthcareSource focuses exclusively on the healthcare industry and consistently earns high marks for client satisfaction and retention.

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Physician Recruitment Manager<sup>SM</sup> formerly known as Medearc, simplifies and automates candidate screening, allowing you to hire superior physician talent and achieve greater overall efficiency.

### Key Benefits

- Automate the screening, background questions and referencing of potential candidates
- Develop detailed opportunity presentations to relay to candidates during the first conversation, allowing the candidate to process all of the vital information, while determining interest
- Monitor relationships with existing practices and physicians easily, via the business development and physician relations tool
- Standardize the entire physician recruitment process across the whole healthcare organization to ensure each opportunity is filled with maximum efficiency
- Track specifically where your candidates are being sourced from and determine which sources to keep using and which ones are not producing adequate returns



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Quality Talent. Quality Care.<sup>™</sup>