

Preparing for the Looming Physician Shortage

What you can do today to help you prepare for the future

By Jason Crepeau, Solution Specialist, HealthcareSource Physician Recruitment Manager, jason.crepeau@healthcaresource.com, 404.634.9455

The looming physician shortage is top of mind for most hospital executives, and therefore physician recruiters and liaisons as well. Current reports suggest that by 2020, there will be a shortage of at least 90,000 physicians in the U.S. and that shortage will race to 150,000 by 2035. Those dates may seem very far off right now, but the reason those numbers are accurate is because of the time it takes to become a physician, and the number of patients who will require healthcare.

Combating this inevitable shortage requires planning. It's not rocket science, it's called relationship building and effective recruiting and retention. Over 150 hospitals have been successful at physician recruiting and retention by following these three steps:

1. Build a database of quality physicians
2. Automate the recruiting process
3. Retain the best physicians

Build a database of quality physicians

The simple answer to shortage is supply. If you have an easily accessible database of physicians, who you can market your new opportunities to — physician recruiting just became pretty easy. This database can consist of anyone, but our most successful clients have built their proprietary databases by adding in:

- Current and previous applicants
- Referrals of current and previous applicants
- Local candidates that may be practicing elsewhere
- Medical school residents
- Network of physicians

Getting access to a database like this can be critical to help hospitals recruit faster and make sure they are sourcing candidates that meet their high standards. Hospitals using automation have seen a 30% improvement in the productivity of their recruiters.



HealthcareSource®
Quality Talent. Quality Care.™

Automate the recruiting process

Getting a database of physicians is just the beginning of the type of process automation that can continue to save your recruiters time and help you hire quality physicians faster. Using automation eliminates administrative tasks and allows for better collaboration in hiring decisions. With products like HealthcareSource Physician Recruitment Manager® you can automate the screening, background investigation, and referencing of potential candidates.

Being able to provide detailed opportunity presentations to relay to candidates during the screening process allows candidates the ability to process all vital information, while determining interest. Being able to present physicians to decision makers, along with complete screening and background information, allows decision makers to evaluate each candidate on a level playing field once, not each time new information comes in. And since all of this information can be put into one online system, all interested parties can access it at anytime, and add their comments for the next decision maker to review.

When it comes time for the interview, building a standardized interview process helps shorten the time to hire. It also assures that the physician and the decision makers aren't wasting their time repeating questions or answers. With access to the same system, each party can get the information they need, while sharing it with others on the decision making team, allowing the interviews to be efficient, and painting an effective picture of your organization to candidates.

Retain the best physicians

Once the hire has been made, there should be a focus on onboarding and retention. With the data received during the interview process, completing all of those tedious onboarding forms just became as easy as a click. New physicians aren't burdened with mountains of forms, but instead can get right to practicing medicine and building their patient base.

According to a physician retention study by Cejka Search and American Medical Group Association (AMGA), 54% of physicians who leave their practice do so within the first five years and that decision can be made as early as the first three to six months. But five years from now, good physicians are only going to be harder to find, and now you have a frustrated former employee in the market, potentially bad-mouthing your hospital. In order to keep your physicians happy, gaining feedback during the onboarding time is critical. Automating that feedback process assures that nothing will be ignored. By sending out regular physician satisfaction surveys, your organization is sure to be aware of any issues that your providers may be facing.

By automating physician recruiting and retention with Physician Recruitment Manager from HealthcareSource, you can easily build a database of quality physicians, automate the recruiting process and retain your best physicians.