What Are the Three Keys to Successful Physician Recruitment?

Interview with Damian Grzywacz, National Director of Physician Recruitment with the Acute Care Division at Universal Health Services.

Alpharetta, GA (PRWEB) June 21, 2011 -- Along with trendy recruitment tools such as job boards, social media and digital communication, demonstrating fundamental traits such as honesty, trustworthiness and open communication is essential for successful physician recruitment, according to Damian Grzywacz, National Director of Physician Recruitment with the Acute Care Division at Universal Health Services.

He was interviewed for the Jackson & Coker Industry Report by Thomas McKeever, National Sales Director for Jackson & Coker and its parent company, Jackson Healthcare, at corporate headquarters in metro Atlanta, Ga.

“We’re always pleased to include in our Industry Report interviews with hospital leaders who are knowledgeable of trends in the medical profession and innovative approaches for organizational problem solving, particularly concerning physician recruitment,” McKeever mentioned.

“Based on his distinguished career in medical staff development and physician recruitment, Damian Grzywacz is certainly in a position to offer firsthand advice for professionals tasked with sourcing physician talent in highly competitive markets,” he added.

Throughout the interview, Grzywacz noted a number of trends—and shared other observations—related to contemporary physician recruitment:

• Successful physician recruiters often advance from other staffing roles, such as nurse recruitment (his own background), which gives them a broader perspective on the full range of clinical care offered by their hospitals or medical groups.

• One of the biggest challenges facing physician recruiters concerns technology. The tried-and-true recruitment strategies of the past need to be complemented with approaches that rely on all forms of digital and Internet-based technology and social media, which is especially appealing to younger doctors. Using these tools alone, however, will not guarantee successful recruitment efforts.

• A highly effective means of advancing the mission of physician recruitment is to “mentor the group that you’re going to recruit for.” By having an in-depth knowledge of the professional strengths, clinical skills and shared goals of the medical group, it’s easier to match their staffing needs with the best qualified candidates identified during a search.

• Another helpful recruitment strategy is to clarify with employment decision-makers (such as department heads, Medical Directors and CEOs) the search parameters and hiring expectations associated with bringing a new physician on board. By aiming for a “bulls-eye match,” it’s much easier to achieve the desired recruitment and retention goals.

• Including in the mix of prospective candidates physician residents who demonstrate great promise can offer favorable dividends. For that reason, it’s beneficial to establish early on relationships with residents long before they are actually “on the market” in seeking practice opportunities.
• The more effective physician recruiters adopt a consultative approach to filling staffing vacancies. In so doing, they serve in an advisory role in representing the best interests of the medical groups that they serve, without appearing to be over-bearing in making employment recommendations.

• One key characteristic of effective physician recruitment is trust. The hospital or medical group must trust the judgment and sourcing skills of those who are tasked with identifying highly desirable candidates for position openings. The recruiter must earn that trust by properly representing the hospital or medical group throughout the search process.

• Similarly, complete honesty must be demonstrated in the hiring process. The hiring entity must be honest in discussing all aspects of the practice opportunity. It serves no one’s interest to bring a doctor on board if the group is overstaffed or otherwise cannot support the new physician’s developing a worthwhile patient base. Effective recruiters, likewise, must be honest with the providers whom they assist in finding the right opportunity.

• Open communication is the third key to successful recruitment. Recruiters must be accessible and keep the lines of communication open throughout the search process in order to address any concerns that might arise.

• Lastly, Grzywacz offered a word of advice for new recruiters: “Stay positive; stay motivated.” Recruiters who know the hospital, the group and the community can stay focused and enjoy the rewards of their labors by sourcing clinicians who are likely to make a strong contribution to the constituencies whom they serve.

“By all means, don’t treat recruitment as an 8:00 to 5:00 job,” Grzywacz advised. “You’re working 24/7 and at times might have to sacrifice your weekends, whether you like it or not.”

In his estimation, the rewards outweigh the challenges and occasional frustrations.


About Jackson & Coker

Jackson & Coker (www.jacksoncoker.com) believes that all hospitals, clinics, physician practices and patients should have access to a physician whether for a day, a lifetime, or any of life’s changes in between. For over three decades, Jackson & Coker has been uniting physicians and hospitals to ensure that all patients’ needs are met by providing physicians for as little as a day and as long as a lifetime. The firm specializes in doctor opportunities for physicians at any stage of their professional career.

Headquartered in metro Atlanta, the physician recruitment firm has earned a reputation for placing exceptionally qualified candidates in commercial and government practice opportunities. Recruiters work in two divisions of the company: Permanent Placement, which places providers in over 40 medical specialties in full-time physician jobs, and locum tenens, a staffing model that recruits medical providers (physicians and CRNAs) for temporary vacancies.

The company has earned a “Gold Seal” designation as a “Certified Health Care Staffing Service” by the Joint
Commission and is affiliated with a credentials verification organization (JH CVO) that has received certification by the National Committee for Quality Assurance (NCQA) in ten out of ten credentialing services. Additionally, Jackson & Coker participates in social media networks such as Facebook, LinkedIn, YouTube and Twitter – including managing separate Twitter websites focused on major medical specialties such as Anesthesiology, Emergency Medicine, Hospitalists, Internal Medicine, Family Practice, OB/Gyn, Psychiatry, and Surgery.

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