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ASPR 2012 In-House Physician Recruitment Benchmarking Report

Source: The Association of Staff Physician Recruiters (ASPR) is a professional organization exclusively for in-house physician recruitment professionals. ASPR is the leading authority on physician recruitment and retention. The organization's focus is to support and enhance the careers of in-house physician recruitment professionals.

ASPR is pleased to announce that the 2012 ASPR In-House Physician Recruitment Benchmarking Report is now available. The newly published Report is an annual study published by the Association of Staff Physician Recruiters (ASPR), a professional organization exclusively for in-house physician recruitment professionals. ASPR is comprised of more than 1,100 in-house physician recruitment professionals employed directly by hospitals, clinics, physician practices, academic medical centers, and managed care organizations from across the United States and Canada.

The goal of the Report is to provide accurate and timely metrics that help in-house physician recruitment professionals better understand their industry and enable them to quantify and codify recruitment expectations with relation to organization size and type, population, geography, and other factors that impact recruitment results. This data will help an individual organization see national industry trends and provide a basis for comparison to similar institutions with respect to recruiter compensation, services offered, and overall processes and outcomes.

This Executive Summary provides a general overview of select key findings, based on confidential surveys voluntarily submitted by in-house physician recruiters between December 2011 and April 2012. The

Benchmarking Report includes a full compilation and analysis of: organizations by which in-house physician recruiters are employed; searches performed during 2011; in-house physician recruiter profile statistics; and compensation data of in-house physician recruiters for various job titles. Please refer to the full Report and Searchable Results for comprehensive information (see end of article).

Organizations

This year's Report includes data submitted from 151 organizations representing 4,808 searches conducted in calendar year 2011. For comparison purposes, results of the 2011 Report of calendar year 2010 searches are often referenced. The 2011 report included 156 participating organizations representing 5,331 searches.

In comparing the 2012 results to 2011, physician turnover was essentially unchanged, though organizations conducted more searches and employed more in-house physician recruiters. The typical organization employed between 1 and 2 in-house physician recruiters and conducted a median of 25 searches overall compared to a median of 18 searches per organization reported in the prior year.

The Report shows approximately 68% of offers extended were accepted. A clear correlation exists between the facilities' population size and acceptance rates with offers from organizations in larger populations much more likely to be accepted than those in smaller populations.

Searches

This year's results reinforce previous findings and trends in the ongoing need for primary care specialties, the increased difficulty in

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securing adequate coverage, and the massive shift in employment arrangements.

Survey data reflects the national trend toward organizational employment and away from the private practice and/or solo provider models. Over 70% of searches conducted were for practices owned by Hospitals or Integrated Delivery Systems.

Consistent with the previous year's report, primary care specialties were the "top 5" most common search specialties. It is worth noting that two of the top specialties were non-physician advanced practice providers. Of the 67 specialty categories tracked, the "top 5" specialties were again reported to be Family Medicine, Hospitalist, Nurse Practitioner, Physician Assistant, and Internal Medicine.

The median Days to Fill was 155 across all physician specialties (222 days on average) compared to a median of 120 days (208 days on average) in the previous year. The median Time to Fill for primary care physicians (Family Medicine, Geriatrics, General and Ambulatory Internal Medicine, Internal Medicine/Pediatrics, Urgent Care, and General and Adolescent Pediatrics) was 151 days compared to 125 days last year. Days to Fill for advanced practice providers, such as Nurse Practitioners and primary care Physician Assistants was only 90 days for both the 2012 and 2011 Reports.

A decline can be seen in the number of searches that were filled (51% in 2012 vs. 60% in 2011) and an increase in those that remained open at the end of the year (42% vs. 36% in 2011). Specialties that were least likely to be filled during 2011 were: Med-Peds, Neurosurgery, Dermatology, Urology, and Otorhinolaryngology.

As reported last year, the average filled search (all specialties) involved four applicants, two interviews, and one offer. The most commonly cited sourcing mechanisms were

Internet Job Boards (27%) and Referrals (25%) which is consistent with last year.

Recruiter Profile and Compensation

In line with organizations conducting more searches overall in the 2012 survey compared to 2011, the typical recruiter also conducted more searches. Recruiters conducted a median of 15 active searches (23 on average) compared to a median of 13 searches (18 on average) in the 2011 report.

The typical respondent has six years of recruitment experience and 83% are female. Respondents typically spend 90–99% of their time recruiting. Less than 25% supervise staff and 42% have provider retention responsibilities.

Over 75% of respondents hold a Bachelor's degree or higher with 27% holding a Master's degree or higher. Eleven percent of respondents are Associates of ASPR (AASPR), 7% are Diplomates of ASPR (DASPR), and 13% are certified as Fellows of ASPR (FASPR).

On average, in-house physician recruiters earned a total compensation of \$71,033. For those who are certified as a Fellow of ASPR (FASPR), the average total compensation was approximately \$17,000 more than those who have not attained any ASPR Fellowship designation or certification.

Of the position titles for which a sufficient sample was available, the title "Director, Physician Recruitment" was the most highly compensated. Those with the highest titles were more likely to receive bonuses. As could be expected, a correlation can be seen in higher compensation levels relative to ASPR certification/designation, advanced degrees, responsibilities for supervising staff, and years of experience.

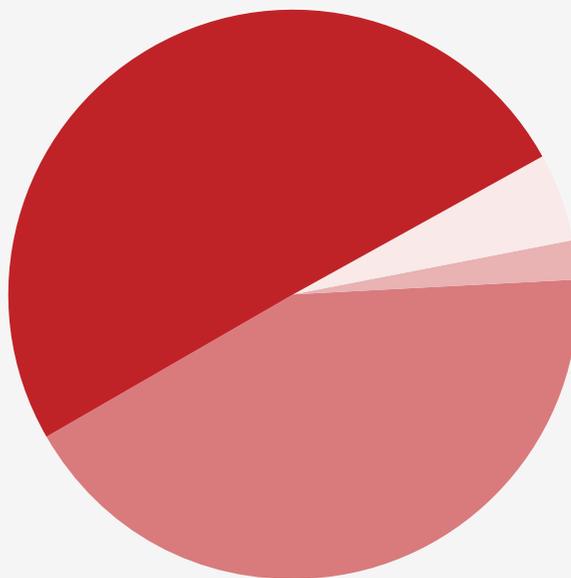
A full copy of the report (and access to the searchable data) can be purchased at www.aspr.org/benchmarking. Participants in the current survey receive a free copy. To participate in the 2013 survey (open through the end of March 2013), visit the ASPR website. ■

MARKET WATCH

**Status of Searches Active During Calendar Year 2011*
(as of 12/31/11)**

According to the most recent ASPR Benchmarking study the number of open positions is on the rise, while the number filled has dropped. The percentage of positions still open at the end of the year rose from the previous year's 35.8% to 42.4%. The positions filled at the end of year however dropped from the previous year's 59.9% to 50.5%.

Filled, 50.5%



Cancelled, 4.9%

Hold, 2.2%

Open, 42.4%

**Source: 2012 ASPR In-House Physician Recruitment Benchmarking Report*

2013 Rate Card is now available!

You can now download a digital copy of the new rate card at employer.nejmcareercenter.org/rates/ratecard2013.pdf.

What's New at NEJM?

PAPERLESS TEAR SHEETS

NEJM CareerCenter is going green with paperless tear sheets!

In an effort to reduce the printing and distribution of tear sheets, we are changing our policy on tear sheets effective January 1, 2013, for some recruitment advertisers.

There will be a change in the policy for line advertisers. Starting in January 2013 the entire recruitment section will no longer be reprinted and included with their invoice. Line advertisers that wish to receive a PDF tear sheet are asked to email a request to tearsheets@nejmcareercenter.org.

There will be **no change** in the policy for display recruitment advertisers. They will continue to receive a tear sheet of their advertisement along with their invoice.

**UPCOMING
RECRUITER
MEETINGS
AND MEDICAL
CONVENTIONS**

**American College
of Cardiology**
March 9–11, 2013
San Francisco, CA
www.cardiosource.org

AMSA
March 14–17, 2013
Washington, DC
www.amsa.org

ACP/Internal Medicine
April 11–13, 2013
San Francisco, CA
im2013.acponline.org

**Association of Program
Directors in Internal
Medicine (APDIM)**
April 21–24, 2013
Orlando, FL
www.im.org/apdim

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or email
ads@nejmcareercenter.org for
details on bonus convention
distribution of your paid
recruitment ad in selected
NEJM issues at these
physician conventions.

PROMOTIONAL NOTES/NEWS

**Reach TWO key audiences of physicians:
Residents and fellows entering the workforce and
new physicians in practice 2 to 3 years!**

Don't miss out on the opportunity to receive free bonus distribution of your recruitment ad in these two special issues. Simply run a paid print (line or display) ad of **any** size in the selected NEJM issues below and your ad will automatically get reprinted and mailed to the target audience for that issue. Maximize your reach and run your ad in both issues!

Additionally, you may opt to have your ad posted at NEJMCareerCenter.org, the heavily trafficked companion website of the *New England Journal of Medicine*.^{*} And we'll send targeted emails to registered physicians whose search criteria match your ad. PDFs of each booklet will also be posted to the home page of NEJM CareerCenter.

Reserve your space today! Contact us at (800) 635-6991 or at ads@nejmcareercenter.org.

SPECIAL ISSUE: February *Resident Reach*[†]
NEJM ISSUE: February 21, 2013
CLOSING DATE: February 1, 2013
AUDIENCE: Final-year residents and fellows
SPECIALTIES: All specialties — over 100!
BONUS REACH: 30,000[‡]

SPECIAL ISSUE: *In Practice 2 to 3 Years*[†]
NEJM ISSUE: March 21, 2013
CLOSING DATE: March 1, 2013
AUDIENCE: Physicians in practice 2 to 3 years
SPECIALTIES: Over 50 specialties!
BONUS REACH: 30,000[†]

^{*}Processing fees may apply to have your ad posted on the searchable part of the website.

[†]Contact us at (800) 635-6991 or ads@nejmcareercenter.org for a complete list of specialties and to reserve your ad space for these special issues.

[‡]Specialty, direct mail list, and email counts are estimates only and are subject to change based on data collected by the AMA.