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The Use of Social Media and Online Resources for Professional Networking and Job Searching

Source: AMN Healthcare is a provider of health care workforce solutions, including managed services programs, recruitment process outsourcing solutions, recruitment and placement of health care professionals into temporary and permanent positions, and consulting services. AMN Healthcare is also the parent company of physician recruiting firm Merritt Hawkins. For more information or to view the full study, visit www.amnhealthcare.com.

This past year, “social recruiting” became mainstream as more job seekers and companies discovered the opportunity to connect across social platforms. For today’s 1.2 billion users worldwide, one in five minutes of online time is spent on social networks¹. AMN Healthcare’s 2011 *Social Media Survey* was designed to discover how health care professionals are taking advantage of social media to further their career.

Responses to the 2011 survey indicate that job searching on social media sites is on an upward trajectory. Nearly one-third (31%) of

respondents cited that they are using social media for job searching — a significant change from 2010 — with nearly half of those surveyed also using it for professional networking. In 2010, only 21% of survey respondents said they were using social media for job searching.

A total of 70,347 health care professionals were surveyed, of which 2,790 surveys were completed for a total response rate of 3.96%. The respondent types break down as follows in the chart below.

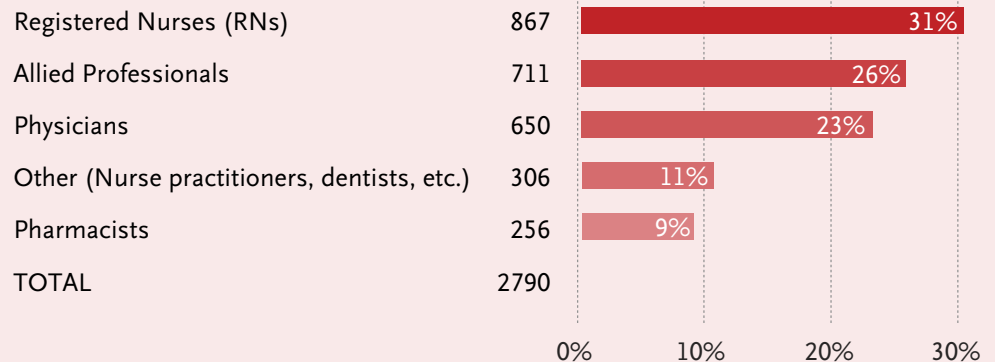
This article will look at highlights from the study and focus on how **physician** usage compares among the other respondents.

General Job-Search Trends

Results from AMN Healthcare’s 2011 *Social Media Survey* show health care professionals are using social media more often for both professional networking and job searching — nearly half of all respondents now use social media for professional networking. Similar to the 2010 survey,

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Respondent Types



¹comScore Media Metrix, March 2007–October 2011.

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referrals, direct contact, and recruiter assistance are still the top job-search methods of choice (and most successful methods for obtaining a job), followed by search engines and online job boards, which showed a slight increase. The most significant change year over year was that 76% of physicians reported being contacted by recruiters in 2011, compared to 49% in 2010.

Q: Are You Currently Seeking Employment?

In 2011, the number of health care professionals seeking employment declined from the previous year in all groups except pharmacists. In this latest survey, 35% of respondents noted they were looking for employment (contract, full-time, and part-time), compared to 38% in 2010.

Physicians rank on the lower percentage at 28%, while pharmacists led those seeking employment at 43%, followed by allied professionals (39%) and RNs (31%).

Q: Which Job-Search Methods Have You Used in the Past Two Years?

Among those who said they are seeking jobs, the most common job-search method used over the past two years was *referrals* (70%), even though this source declined from 2010 (77%); followed by *direct contact* (64%), *search engines* (60%), and *online job boards* (57%), showing a slight increase from 2010.

Significant changes in job-search methods for **physicians** from 2010 to 2011 include a 10% decline in the use of *search engines* and a 27% change in *recruiter found me* (76% in 2011, compared with 49% in 2010). Although their use of *referrals* declined year over year (80% in 2010), **physicians** were the highest users of *referrals* among clinicians (77%).

Q: Have You Used Any Social Media in Your Job Search?

Nearly one in three clinicians surveyed in 2011 (31%) said they use social media sites for job searching, which is a significant

increase from the one in five (21%) who said they used social media as a job tool in 2010.

In 2011, **physicians** ranked on the low end at 23% while allied professionals continued to be the most frequent users of social media sites for job searching (36%), followed by RNs (33%) and pharmacists (29%).

Q: Have You Used Online Social Media for Professional Networking?

Health care professionals have continued to use social networking platforms to further their professional networking activities. In fact, usage changed by 11% year over year (where 48% used social media for professional networking in 2011, compared with 37% in 2010).

Not surprisingly, Facebook retained top honors among **physicians**, RNs, allied professionals, and pharmacists for professional networking purposes. RNs use it 44% of the time, allied professionals 43% of the time, and **physicians** and pharmacists each cite using it 34% of the time for this purpose.

Q: If You Could Choose Only One General Social Media Site, Which Would You Choose?

Facebook was the top choice for health care professionals when asked which site they would choose if they could use only one general social media site. On average, it was the top choice 74% of the time, compared to 64% in 2010.

Nurses favored Facebook more than other clinicians (83%), followed by allied professionals (73%), **physicians** (64%), and pharmacists (62%).

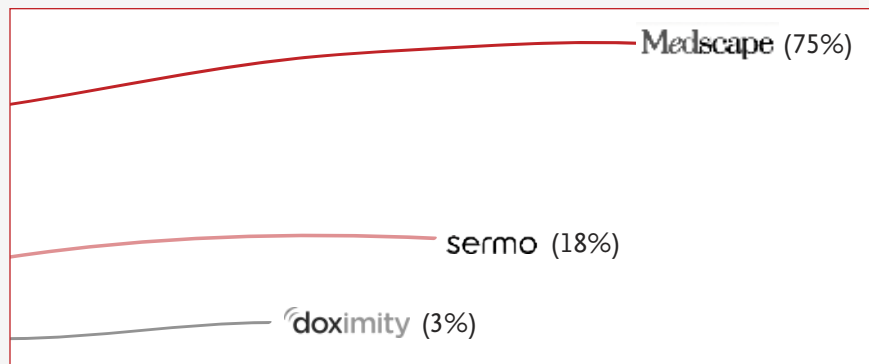
Q: If You Could Choose Only One Health Care-focused Social Media Site, Which Would You Choose?

For **physicians**, the top choice was MedScape (75%), followed by Sermo (18%), and Doximity (3%) (see MarketWatch).

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MARKET WATCH

Top 3 Health Care-focused Social Media Sites for Physicians



Source: Physicians were asked to choose only ONE health care-focused social media site in the AMN Healthcare's 2011 Social Media Survey.

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Q. Are You Using Mobile Devices or Tablets to Access Health Care-related Content, Jobs, or Applications?

In 2010, **physicians** were among the heaviest users of mobile devices for professional reasons and that trend has continued in 2011. 41% of **physicians** cited use of mobile devices or tablets for health care-related content or jobs in 2011, compared to 37% in 2010; and 50% of physicians use mobile devices for health care-related mobile/tablet applications in 2011, compared with 37% in 2010 — a large jump year-over-year for **physicians**.

Q: Do You Use Mobile Job Alerts and Did You Receive an Interview, Offer, or Job?

One in 10 clinicians of the 17% who are using mobile job alerts in 2011 (up from 10% in 2010) said they received a job interview following use of mobile job alerts. 14% of those received a job offer and 8% of those found a new job through the use of mobile job alerts. This is a significant increase over results in 2010, with only 3% reaching interview, 2% obtaining a job offer, and 1% securing a job after using mobile job alerts.

Nurses show the highest usage at 21%, followed by pharmacists (18%), allied professionals (16%), and **physicians** (15%). However, allied professionals have shown the greatest success in obtaining a job through mobile job alerts (10%), followed by **physicians** (9%), RNs (7%), and pharmacists (6%).

Conclusion

The survey suggests that the top methods used by health care professionals to find jobs remain referral, direct contact, or with the assistance of a recruiter (which saw a significant increase year-over-year), and all of these methods involve a personal connection. Social media fosters that personal connection and leverages an individual's social graph to make personal links easier than ever before for networking, content sharing, as well as job searching. This is particularly important for companies interested in social recruiting and for their recruiters, who can access an even larger pool of candidates through social media sites. Health care professionals have also shown an increase in their use of mobile devices for accessing health care-related content, applications, and jobs. ■

What's New at NEJM?

VISIT US AT ASPR IN AUGUST!

If you'll be attending the ASPR conference this August in Los Angeles, watch for a welcome bag from the NEJM CareerCenter in your hotel room on Sunday evening. In addition to snacks inside the bag, you'll find a tag attached to the outside. Bring the tag to our booths and find out what prize you have won. This year we'll be giving away a TON of great prizes including iPads, Kindles, iPod Shuffles, gift certificates, and much more!

If you do not receive a bag, stop by our booths 212 and 214 and we'll get you set up. See you in LA!

**UPCOMING
RECRUITER
MEETINGS
AND MEDICAL
CONVENTIONS**

**Association of Staff
Physician Recruiters
(ASPR) Annual Meeting**
August 11–15, 2012
Los Angeles, CA
www.aspr.org

**Interscience Conference
on Antimicrobial Agents
and Chemotherapy**
September 9–12, 2012
San Francisco, CA
www.icaac.org

**3RNet Annual
Conference**
September 18–20, 2012
Tacoma, WA
www.3rnet.org

**Association of American
Medical Colleges***
November 2–7, 2012
San Francisco, CA
www.aamc.org

**American Heart
Association***
November 4–6, 2012
Los Angeles, CA
www.heart.org

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PROMOTIONAL NOTES/NEWS

**This Fall, Reach Top Residents, Fellows, and
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Fall is an important time to recruit new physicians, and the *New England Journal of Medicine* has just made it easier than ever.

This fall, you can recruit in the publication that physicians trust most — and receive valuable discounts and extras with our three fall special issues.

Simply run your paid line or display recruitment ad (of any size) in any of the three issues listed below, and your ad will be reprinted in a special booklet that will be mailed to more than 30,000 young physicians.*

You can also have your ad posted to the searchable part of NEJMCareerCenter.org for a small processing fee.† Registered physicians receive alerts for jobs that match their search criteria either by email or via the NEJM CareerCenter iPhone app.

Contact us at (800) 635-6991 or ads@nejmcareercenter.org for complete details and to reserve your ad space for these special fall issues.

PROMOTION	ISSUE	CLOSING DATE	SPECIALTIES	AUDIENCE
<i>Specialty Delivery</i>	9/13/12	8/24/12	CD, D, END, FM, GE, HEM/ONC, HOSP, ID, IM, NEP, N, ORS, ENT, PUD, DR, RHU, and U	Final-year residents and fellows and doctors in practice 1–3 years
October <i>Resident Reach</i>	10/11/12	9/21/12	All specialties — about 100	Final-year residents and fellows
November <i>Resident Reach</i>	11/15/12	10/26/12	All specialties — about 100	Final-year residents and fellows

*Please refer to the above chart for specifics on audience and specialties for each special issue. Each booklet will be mailed to over 30,000 physicians. In order to have your ad appear in all three booklets, you must run a paid print ad in each designated issue of NEJM. Direct mail counts are based on counts provided by the AMA and are subject to change.

†To have your print ad listed in the searchable part of NEJM CareerCenter, there is a processing fee of \$65 for line ads and \$130 for display ads.