

# Recruiting Physicians Today

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## A STUDY ON HOW TO CREATE EFFECTIVE PHYSICIAN RECRUITMENT DISPLAY ADS

Source: A white paper released by NEJM CareerCenter.

### Executive Summary

This white paper summarizes the results of a study conducted by MedPanel, an independent market research firm, for NEJM CareerCenter. Fielded in early 2015, the study sought to better understand U.S. physicians' impressions of and likelihood to respond to print display recruitment advertisements. Participants were not aware that NEJM CareerCenter sponsored the study.

### How Is This Study Useful for Recruitment Advertisers?

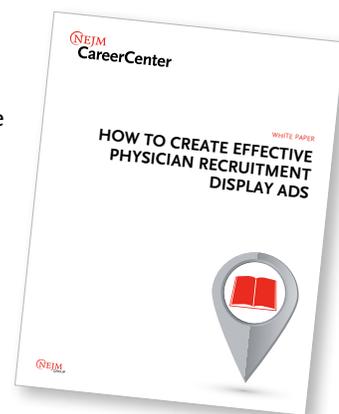
The physician recruitment landscape is extremely competitive. As recruiters continue to source from a finite group of physicians, the importance of executing effective and efficient advertising is paramount. Understanding how physicians respond to employment marketing materials is key to optimizing recruitment advertising.

In order to learn what attributes of a job advertisement are most likely to compel a response from U.S. physicians, NEJM CareerCenter contracted with MedPanel to conduct a blind independent study.

The study consisted of a conjoint exercise (a statistical technique to determine how people value different attributes that make up an individual product or service) and a short survey. The conjoint exercise and study used various attributes such as color, size, specific content, logos, and photos as variables in a print advertisement.

In particular, NEJM CareerCenter sought to gain insight into:

- What visual elements of a display advertisement encourage a physician to respond to it
- What attributes of a display ad influence a jobseeker's impressions of the employer
- Which benefits are the most important to an employment decision
- How salary affects the likelihood of a physician to respond to a job advertisement



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A total of 350 physicians consisting of United States-based residents/fellows, primary care physicians, specialists, and physician leaders completed this conjoint survey.

## Key Findings

### Size Matters

The vast majority of the respondents skim the recruitment advertisements, so it is no surprise that the larger the advertisement, the better the response. According to the results of the study, the best way to improve the response rate is by increasing an ad size. Upgrading from a small ad to a larger ad has the best improvement in response rate. The majority of physicians rated displays ads as being informative, believable, attention-getting, relevant, and compelling.

## Just Add Color

It seems that every little bit helps to make your ad stand out. The use of color increases the likelihood that a physician will respond to a recruitment advertisement. Adding color to a display ad was the second best way to increase the likelihood of response behind increasing the size.

## Benefits Matter but Vary According to Career Status

Adding more detail about benefits improves the likelihood that a physician will respond to an advertisement. Overall, physicians rank salary (see the following page), location, and work/life balance as the most important attributes of a potential job. They also look for a financially healthy organization.

### *It's All about the Lifestyle (Images)*

Respondents were shown different advertisements that included one of the following types of images: external photos of medical facilities and buildings, photos showing people in outdoor activities, and a photo of a small group of smiling physicians. The display ads that featured lifestyle images (e.g., showing outdoor activities) increase the likelihood that a physician will respond to an advertisement.



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Work/life balance is of particular importance to younger physicians (residents and physicians in practice less than four years) and is even slightly more important than salary for this group.



Location of the job has the most importance for physician leaders; they place almost equal importance on salary.

**About the Salary...**

Although the majority of the physicians in the study ranked salary as one of the most important benefits when making an employment decision, listing a salary in an advertisement is complicated. According to the results of the study, physicians are more likely to apply to a job ad where the salary is competitive or higher than

they would expect. Having no salary listed or a salary lower than expected hurts the likelihood of applying for a job. It is slightly better to list no salary at all than risk listing a salary that is lower than expected.

**About NEJM CareerCenter**

NEJM CareerCenter provides unique physician recruitment solutions. Our advanced technology targets passive physician jobseekers by specialty while they are reading trusted and valued content from the *New England Journal of Medicine* and NEJM Journal Watch online. We also reach physicians through a number of our opt-in clinical content emails and on our NEJMCareerCenter.org site.

For a copy of this white paper and to see the ads used in this study, please visit <http://employer.nejmcareercenter.org/DisplayAdWhitePaper.pdf>.

**WHAT'S NEW AT NEJM GROUP?**

**New Recruiter Site**

In a continuing effort to optimize our site for recruiters, NEJM CareerCenter will be refreshing its recruiter site. You will soon notice that things will look a little bit different after you log in to your recruiter account.

Posting a job, managing your applications and account setting options are now streamlined through a new navigation menu on the red bar at the top of the page. The new site features:

- Fully responsive design
- Easier access to available products
- One-click access to your order history in the header
- One-click access to your live jobs history in the navigation
- Job preview feature shows exactly how the job will appear on the live site
- All previously created jobs will be available to be shortlisted as a template

If you have any questions or feedback regarding the new site, please feel free to email us at [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org).



**VISIT OUR BOOTH AT NAPR!**

We'll be at the National Association of Physician Recruiter's show in Orlando March 2-4, 2016.

*Stop by to meet the staff and enter to win a prize!*

## Upcoming Recruiter Meetings and Medical Conventions

**National Association  
of Physician Recruiters  
(NAPR)**  
March 2–4, 2016  
Kissimmee, FL

**Southwest Physician  
Recruiters Association  
(SWPRA)**  
March 3–4, 2016  
Scottsdale, AZ

**Society of Hospital  
Medicine (SHM)\***  
March 6–9, 2016  
San Diego, CA

**American College of  
Cardiology (ACC)\***  
April 2–4, 2016  
Chicago, IL

**Association of Program  
Directors in Internal  
Medicine (APDIM)\***  
April 17–21, 2016  
Las Vegas, NV

\*Call (800) 635-6991  
or email

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

## PROMOTIONAL NOTES/NEWS

### Solution for Recruiting Hospitalists

Don't miss out one of our best values of the year with our physician *Career Guide: Hospitalist* edition. Participation is simple — run a paid print (line or display) ad of any size in the March 17 issue of NEJM, and the ad will automatically be included in our new Hospitalist recruitment magazine. This magazine is mailed directly to over 30,000 current and potential hospitalists and is also handed out attendees at the 2015 Society of Hospital Medicine (SHM) conference.

Additionally, your ad will run on NEJMCareerCenter.org, the heavily trafficked companion website of the *New England Journal of Medicine*. Our unique solution offers unmatched reach to physician passive jobseekers!

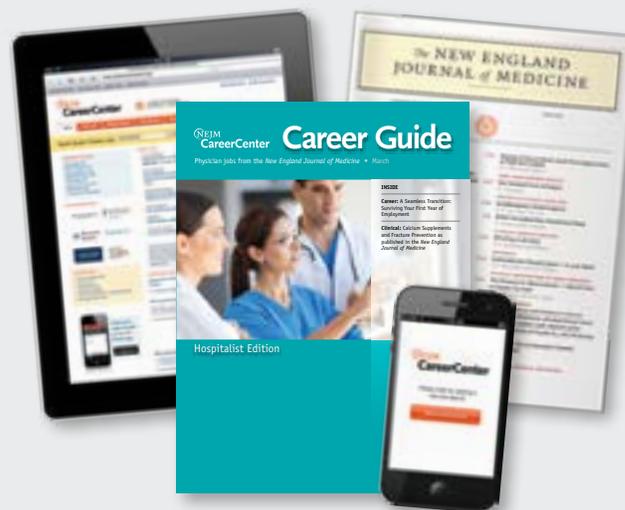
**CAREER GUIDE:** Hospitalist edition

**NEJM ISSUE:** March 17, 2016

**CLOSING DATE:** February 26, 2016

**AUDIENCE:** Current and potential hospitalists

**BONUS REACH:** Over 30,000\*



Contact us at (800) 635-6991 or [ads@nejmcareercenter.org](mailto:ads@nejmcareercenter.org)  
to reserve your ad space today!

\*Counts are estimates only and are subject to change based on data collected by SHM and AMA.