

Recruiting Physicians Today

Volume 29 No. 1 January/February 2021

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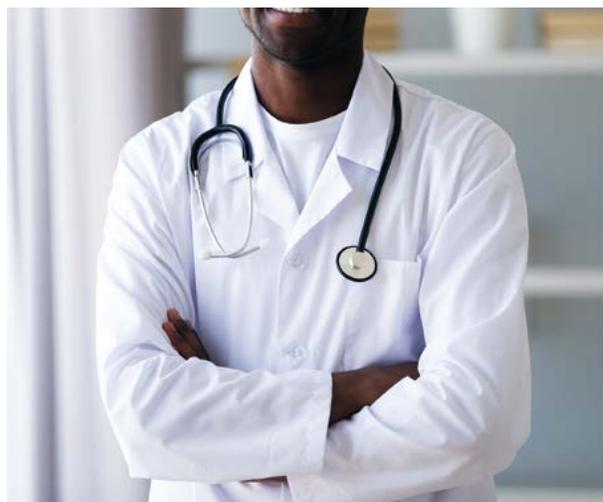
NUMBER OF DAYS NEEDED TO FILL PHYSICIAN PRIMARY CARE AT FIVE-YEAR LOW

Number of Searches per Health Care Organization Continues to Rise

According to a recent physician and provider recruitment benchmark study, filling surgery and primary care physician positions took less time last year — a five-year low for Primary Care placements. The study, reflecting data just prior to COVID-19, also showed that health care organizations continue to grow and seek more physicians. The report comes from the Association for Advancing Physician and Provider Recruitment (AAPPR), whose members are the leading authorities in the recruitment to retention continuum.

Nearly 150 AAPPR health organizations participated in the extensive annual research study representing more than 11,000 searches, almost two-thirds specific to physician searches. Additional findings from the just-released **2020 In-House Physician and Provider Recruitment Benchmarking Report** include the following:

- Organizations continue to increase their searches and are hiring more in-house physician recruiters as a result.
- The time needed to fill physician searches fell in 2019.
- As in past years, primary care specialties of family medicine, internal medicine, and hospitalist physicians are the most sought-after specialties, making them among the most competitive positions to



fill. Physician positions least likely to be filled in 2019 included allergy/immunology, rheumatology, and dermatology.

- Provider turnover lessened for physicians and Advanced Practice Providers (APPs) last year.
- The increasing difficulty of filling physician vacancies and the overall economy and job market further boosted recruiter compensation levels for the 24-7 role they filled in 2019.

“The time it takes to fill a physician search is a metric tracked by all health organizations and is often the most important data point to health care executives. I’m

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DIRECTOR

Ken Sylvia
Director,
Recruitment Solutions

EDITOR

Cathy Mai
Marketing Manager,
Recruitment Solutions

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ADVERTISING**

Matt Clancy
Sales Manager,
Recruitment Solutions

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happy to see this number decreasing as it may point to added efficiencies and the leveraging of technology within inhouse recruitment teams,” said Emerson Moses, AAPPR board president-elect. “It is good to see that organizations continue to add recruitment and talent acquisition staff to their in-house teams, which must almost certainly contribute to increased effectiveness.”

Carey Goryl, CEO of the AAPPR stated, “It was a positive sign that so many organizations participated in the study even amid the start of COVID-19 in the United States. It was important to capture the industry’s data as it was pre-COVID. What we’re seeing and hearing now is that there are more physician candidates in the search pool, especially in rural areas. And from in-house teams to placement firms, many are noting that the time to fill positions is getting even shorter.”

In an effort to help health care organizations predict the time it will take to fill a particular physician specialty search, anyone can access the online Days to Fill Calculator. This online predictive tool

provides an estimated range of time that it will likely take to fill a specific physician specialty vacancy based on circumstances such as the organization’s size, geographic area, or desirability of location.

The AAPPR also offers a Compensation Calculator that estimates a recruitment professional’s compensation based on factors such as role in the company, years of experience, formal education, organization size, etc. to anyone who purchases the benchmarking report.

The Association for Advancing Physician and Provider Recruitment is a professional organization comprised of nearly 2,000 members focused solely on advancing in-house physician and provider recruitment professionals. The AAPPR is the leading authority on physician/provider recruitment and retention.

The complete **2020 In-House Physician and Provider Recruitment Benchmarking Report** is available to organizations for \$399. To order, please visit <http://bit.ly/2020benchmarking> or email info@aappr.org.



Excerpts from the Report



“COVID-19 Crisis: What Health Systems Need to Know” Webinars

The NEJM CareerCenter hosted a two-part webinar series on the impact of COVID-19 in 2020 and the recordings are now available on [NEJMCareerCenter.org](https://nejmcareercenter.org). Speakers from the American Academy of Medical Colleges (AAMC) presented on the impact that the COVID crisis is having on health systems covering the below topics:

COVID-19: Hospital Responses and Resumption of Normal Operations

Presented by Christiane Mitchell, senior director, Health Care Affairs Programs and Engagement, AAMC

COVID-19: Regulatory Flexibilities During and After the Pandemic

Presented by Gayle Lee, director, Government Relations and Public Policy, AAMC

COVID-19: Short-term and Long-term Impacts on the Nation’s Physician Workforce

Presented by Xiaochu Hu, lead research analyst, Workforce Studies, AAMC, in conjunction with Michael Dill, director, Workforce Studies, AAMC

To access the recordings of the webinars, visit <https://recruiters.nejmcareercenter.org>

WHAT'S NEW AT NEJM GROUP?

NEJM Weekend Briefing

Sponsor an email designed to deliver today’s physician.

Created by the editors of NEJM and specially designed to include quick-hitting up-to-date content, NEJM Weekend Briefing focuses on visual learning opportunities and trending content on NEJM.org and social media. To reach passive and active jobseekers among these users, the NEJM Weekend Briefing works as a highly targeted platform for recruitment advertisers.

Sponsors receive two messaging opportunities:

- A 728 x 90 banner ad at the top of the email
- Two “Featured Jobs” listings on the middle of the email (jobs can be changed out once a month)

For more information, contact Recruitment Advertising:

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Upcoming Recruiter Meetings and Medical Conventions

American Academy
of Neurology
April 17–22, 2021
Virtual
[www.aan.com/
conferences/
annual-meeting](http://www.aan.com/conferences/annual-meeting)

American College
of Cardiology
May 15–17, 2021
Atlanta, GA
[https://
accscientificsession
.acc.org](https://accscientificsession.acc.org)

American Society of
Clinical Oncology
June 4–8, 2021
Chicago, IL
[https://meetings.asco
.org/am/meeting-info](https://meetings.asco.org/am/meeting-info)

American Diabetes
Association
June 25–29, 2021
Washington, DC
[https://professional
.diabetes.org/
scientific-sessions](https://professional.diabetes.org/scientific-sessions)

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these physician conventions.

PROMOTIONAL NOTES/NEWS

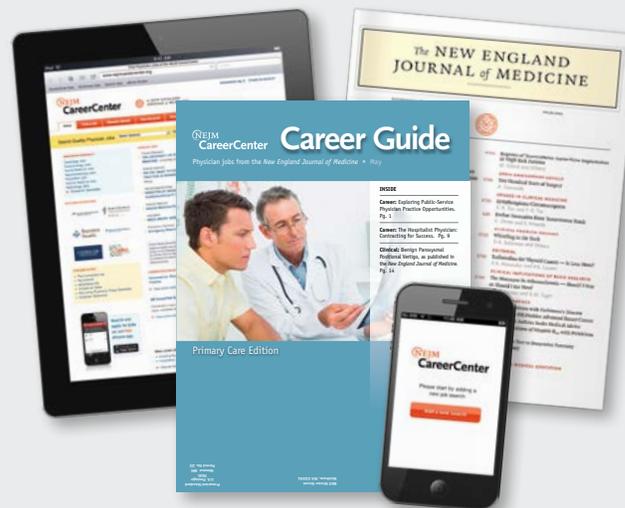
Recruit Primary Care Physicians

Our once-a-year primary care–targeted recruitment solution is now available. Reach these primary care physicians in a source they trust and read — the *New England Journal of Medicine*. With ONE simple purchase, you receive coverage to reach current and potential primary care physicians in print, online, and in direct mail. This offer is only available ONCE a year and includes placement:

- On NEJMCareerCenter.org
- Alongside clinical content on NEJM.org and JWatch.org
- In the March 18 and 25 issues of the *New England Journal of Medicine*
- In the *Career Guide: Primary Care* edition — mailed directly to over 40,000 primary care physicians, residents, and fellows*

The deadline to reserve space is February 26!

*Numbers subject to change based on AMA data.



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