

Recruiting Physicians Today

Volume 27 No. 3 May/June 2019

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SIA NAPR 2019 US PHYSICIAN RECRUITMENT INDUSTRY TRENDS SURVEY

Staffing Industry Analysts (SIA) designed a benchmarking survey in conjunction with the National Association of Physician Recruiters (NAPR). NAPR members and other NAPR contacts were invited to participate.

Results are based on the information collected for the 2018 calendar year specific to the US physician search businesses. The 24 survey respondents represented 29% facility (in-house) recruiters, 33% retained firms (or hybrid model), and 38% contingency firms. The 17 responding recruitment firms represented \$60 million in search revenue in 2018.

Key Findings

- In aggregate, the physician recruitment firms reported 17% revenue growth in 2018. Retained firms reported 12% revenue growth and contingency firms reported 32% revenue growth during 2018.
- Across respondents, the mix of 2018 physician placements was highest in primary care, followed by internal medicine sub-specialties and hospitalists.
- The top three factors cited that drove success in securing placements were related to positive client trends, candidate marketing, and process improvements.
- Survey respondents reported that 51% of physician placements were made into hospital settings, followed by 27% placed into private practice. The remaining physician placements were made into federal qualified health centers, contract management groups, academic and other settings.
- Across all recruitment organizations, job boards and email campaigns were cited as the most frequently used lead sources, followed by company website, referrals, cold calls, and text messaging.



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Physician placements by specialty

Across all respondents, the mix of physician placements was reported to be highest in primary care (35%), followed by internal medicine sub-specialties (22%) and hospitalists (12%).

2018 physician placement data by specialty:

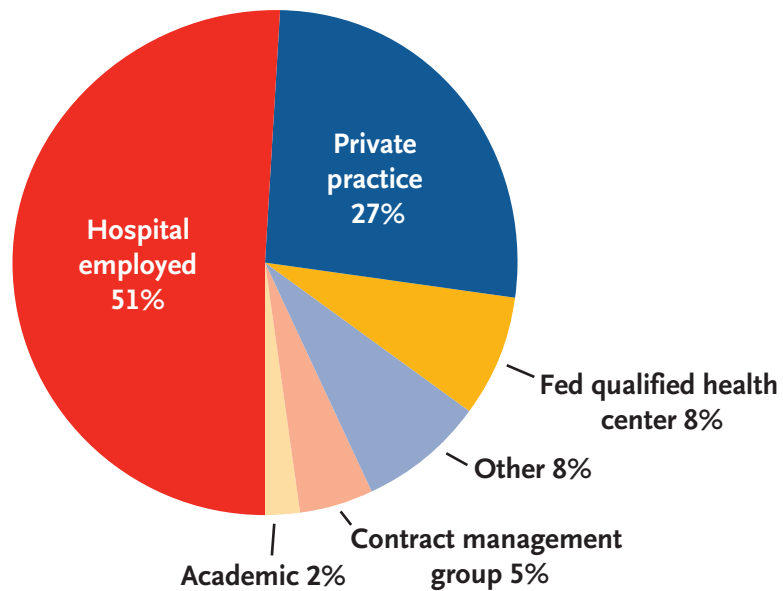
Specialty	Facilities	Retained	Contingent	All
% Primary care	47%	34%	23%	35%
% Emergency medicine	0%	1%	0%	0%
% Internal medicine sub-specialties	11%	22%	33%	22%
% Hospitalists	24%	3%	7%	12%
% Surgery	3%	8%	6%	5%
% Anesthesiology	2%	1%	0%	1%
% Psychiatry	5%	1%	3%	3%
% Other	8%	31%	28%	22%

Physician placements by employment setting

Across all respondents, 51% of physician placements were made into hospital settings, followed by 27% placed into private practice.

Less than a quarter of placements were made into federal qualified health centers, contract management groups, academic, and other settings.

Into which employment structures were physicians placed in 2018?



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Physician placements by setting recruited

Facilities and retained firms reported that about two-thirds of physicians placed were already in practice, compared with contingency firms reporting about half of physicians placed already in practice.

- Nearly half of physicians recruited by contingency firms were recruited from in-training residency or fellowship.
- Facilities and retained firms were more likely to recruit physicians who were already in practice.

Of the physicians placed in 2018, from which settings were they recruited?

Organization	In Training	In Practice
Facilities	33%	67%
Retained	37%	63%
Contingency	49%	52%
Total	39%	61%

Recruiter Trends

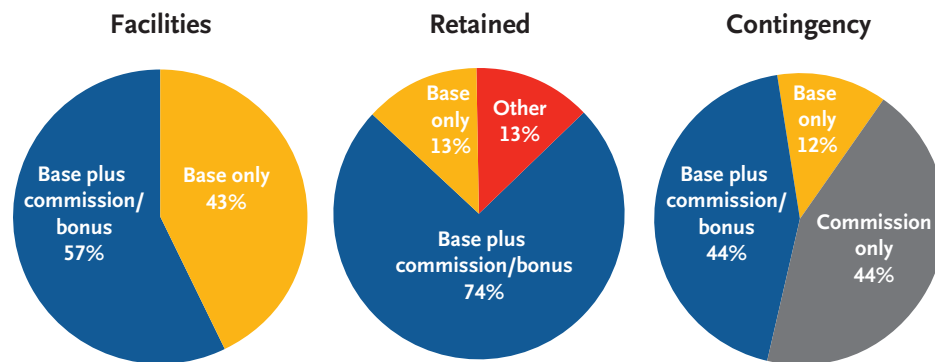
Average recruiter headcount and turnover

Across all respondent organizations, average headcount remained steady while the average turnover rate increased to 32%, up from 26% the prior year.

Description	All	
	2018	2017
Recruiter headcount — year end	6.5	6.6
Terminations (voluntary and involuntary)	2.1	1.7
Turnover rate	32%	26%

Recruiter compensation structures

The most popular recruiter compensation structures reported were base plus commission/bonus plans. Forty-four percent of contingency firms reported having commission-only recruiters. The “Other” category represented owners earning profit distributions.



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WHAT'S NEW AT NEJM GROUP?

New NEJM Series Explores Social Medicine

In the first year of medical school, all medical students learn to take a social history. As they are introduced to taking a history and examining patients to detect the clues to a diagnosis, medical students hear a lot about how important it is to understand the social context of a patient's condition.

However, after being on clinical rotations in the hospital, medical students seem to end up with the message that the social history boils down to three things — the patient's alcohol, tobacco, and illicit drug use. But there is so much more.

A new NEJM Perspective series, Case Studies in Social Medicine, directly addresses the importance of social concepts in medicine. A common theme linking the cases is the role of social structures in determining who gets sick, who gets better, and why. Each article discusses concrete steps that clinicians can take to manage related issues in their own practice.

Explore the series now at nejm.org/case-studies-in-social-medicine.

Upcoming Recruiter Meetings and Medical Conventions

Midwest Physician Recruiter (MINK) Conference
 July 23–24, 2019
 Kansas City, MO

Southwest Physician Recruiters Association (SWPRA) Conference
 September 18–20, 2019
 San Diego, CA

ID Week†
 October 3–5, 2019
 Washington, DC

American Society of Nephrology (ASN Kidney Week)†
 November 7–9, 2019
 Washington, DC

American Heart Association (AHA)†
 November 16–18, 2019
 Philadelphia, PA

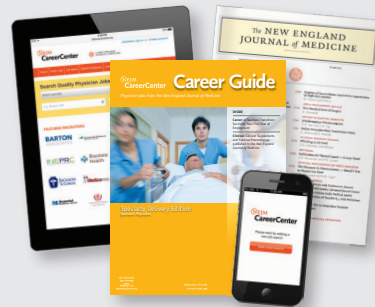
†Call (800) 635-6991 or email ads@nejmcareercenter.org for more details on bonus convention distribution of your paid recruitment ad in selected NEJM issues at these physician conventions.

PROMOTIONAL NOTES/NEWS

Reach Top Residents, Fellows, and New Physicians — at Our Best Value!

Each year over 30,000 physicians will end their residency or fellowship and enter the workforce. Whether you are sourcing for primary care physicians or specialists, this group of graduates is highly sought after. This fall, there are several opportunities to put your recruitment message in front of them.

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 at no additional costs in a special booklet mailed to more over 30,000 young physicians.*



Career Guide Edition	NEJM Issue	Closing Date	Specialties	Audience
Specialty Delivery	9/5/19	8/16/19	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 physicians in practice 1–3 years
Residents and Fellows	10/10/19	9/20/19	All specialties — about 100	Final-year residents and fellows
Residents and Fellows	11/14/19	10/25/19	All specialties — about 100	Final-year residents and fellows

*Please refer to the 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.

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

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Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work, including temporary staffing, independent contracting, and other types of contingent labor.

Known for our award-winning content, data, support tools, publications, executive conferences, and events, we help

both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimize risk. As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

For more information and the full set of results, visit www.staffingindustry.com.