

Recruiting Physicians Today

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NAPR 2015 PHYSICIAN RECRUITMENT INDUSTRY TRENDS SURVEY

Source: Printed with permission from the National Association of Physician Recruiters (NAPR)

The National Association of Physician Recruiters (NAPR) is a consortium of more than 700 recruiters representing 150+ member company, agency and in-house facilities throughout the United States. For more than 30 years, the NAPR has been dedicated to ethical best practices in physician and advanced practitioner direct hire recruitment.

In 2015, the NAPR invited more than 2,000 organizations to participate in an online survey between April through May. Respondents were actively employed in medical facilities, contingency or retained physician staffing companies. Findings of the report offer data on operational metrics, financials, procurement effectiveness and benchmark performance. The highlights below are grouped by organizational recruiting type, as is the report — by contingency, facility/in-house and retained/hybrid.

Contingency

- 33% of interviews resulted in placements as compared to 41% in the prior survey
- The leading source of placements is job boards, comprising 40% of the total, down from 48%
- 11% of procurement is paid for by a facility or client compared to 28% in 2013 survey (using 2012 data)
- Being focused or having a niche by specialty is down to 43%, compared to 58% in 2013

Facility

- Facilities fill 69% of job orders compared to 61% in 2013
- In addition to physician recruitment, 74% are responsible for recruiting physician extenders (nurse practitioners and/or physician assistants)
- 58% provide a base only compensation vs. 58% base plus commission compensation for recruiters in 2013
- 40% of placements come from recruiting in the same market
- 32% of interviews result in a placement compared to 60% in 2013
- Recruiter turnover increased from 6% in 2013 to 33% in the most recent survey

Retained/Hybrid

- 24% of interviews are placed compared to 26% in 2013
- On average, turnover of recruiting staff is 24%
- 14% of placements resulted from mass e-mails and direct mail compared to 23% in 2013 and 28% in 2012
- 87% of placements remained through guarantee period vs. 75% in 2013

Overall

- Recruiting physician extenders as well as physicians is done by 71% of organizations (similar to 2013)
- 44–46% of placements by recruiting firms were for Hospital Employed positions
- Average Recruiter compensation is up across the Board — Facility +\$5,600, Contingency +\$20,169 and Retained/Hybrid +\$33,209 from the 2013 Report

See inside for excerpts from the survey.

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For more information about *Recruiting Physicians Today* (RPT) or to submit an article, please contact Recruitment Advertising, 860 Winter Street, Waltham, MA 02451, or email cmmai@nejm.org.

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**Excerpts from the
NAPR 2015 Physician Recruitment Industry Trends Survey**

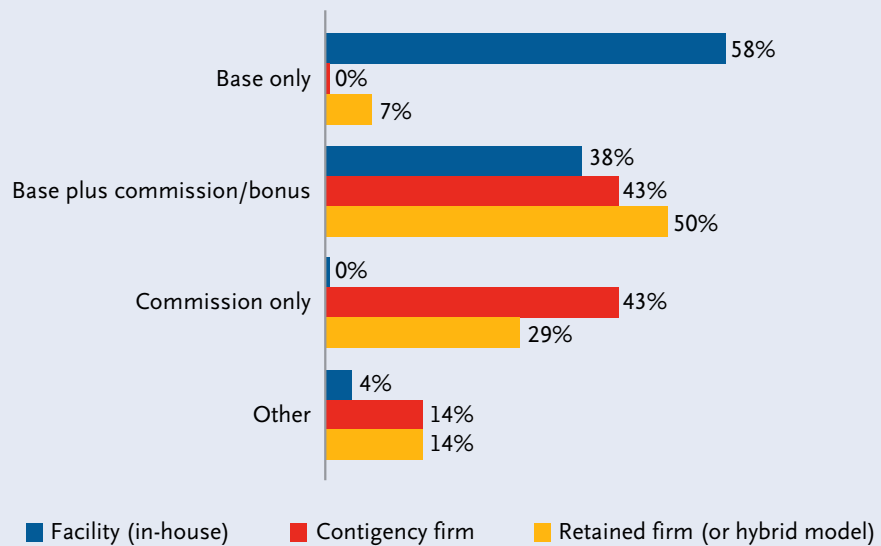
AVERAGE PERCENTAGE OF WHERE 2012 AND 2014 PLACEMENTS CAME FROM

Year	Facility (in-house)		Contingency firm		Retained firm (or hybrid model)		Total	
	2012	2014	2012	2014	2012	2014	2012	2014
Residency/Fellowship	52%	49%	30%	39%	37%	44%	40%	45%
Practicing	34%	45%	59%	56%	43%	53%	45%	50%
Military	4%	2%	3%	2%	3%	2%	3%	2%
Academics	14%	4%	5%	3%	6%	3%	8%	3%

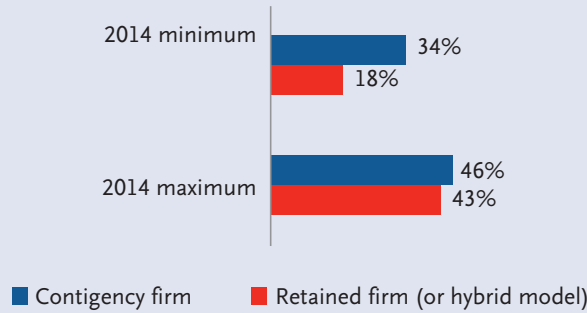
AVERAGE RECRUITING DEPARTMENT OR COMPANY PERFORMANCE FOR 2012 AND 2014 (PHYSICIAN RECRUITING ONLY)

Year	Facility (in-house)		Contingency firm		Retained firm (or hybrid model)	
	2012	2014	2012	2014	2012	2014
Number of Job Orders	76	89	637	564	155	144
Number of CV submissions/presentations	292	343	870	524	642	699
Number of Onsite Interviews	77	191	155	102	184	197
Number of Placements	46	61	64	34	44	46
Placement Orders Filled	61%	69%	10%	6%	28%	32%
Percent of CVs that became placements	16%	18%	7%	6%	7%	7%
Percent of Interviews that became placements	60%	32%	41%	33%	24%	23%
Percent of CVs that became interviews	26%	56%	18%	19%	29%	28%

RECRUITER COMPENSATION STRUCTURE



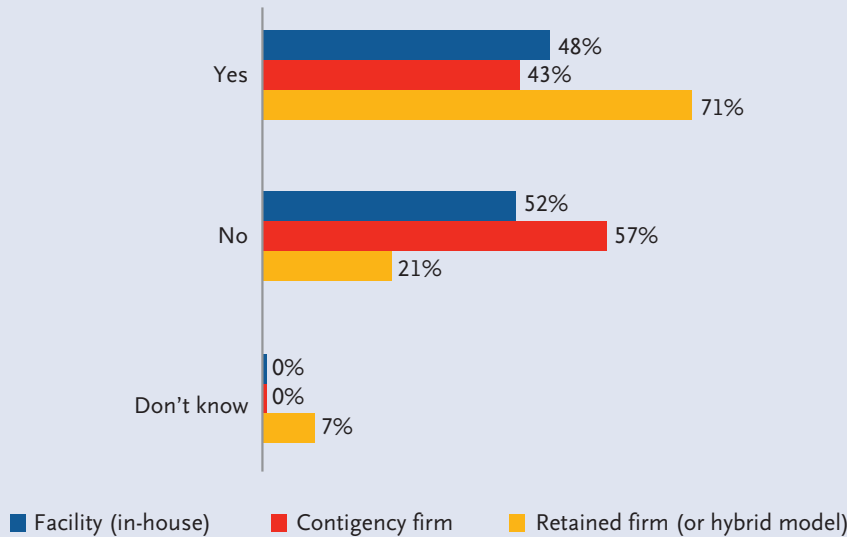
AVERAGE COMMISSION PERCENTAGES PAID TO RECRUITERS AS A PERCENTAGE OF NET FEES



AVERAGE RECRUITER COMPENSATION BASE

	Facility (in-house)	Contingency firm	Retained firm (or hybrid model)
Average recruiter compensation base	\$89,821	\$42,150	\$45,776
Average bonus per recruiter	\$11,133	\$40,956	\$40,636

ARE MARKETING AND RECRUITING RESPONSIBILITIES SPLIT?



To learn more visit about the NAPR visit <https://napr.site-ym.com>

WHAT'S NEW AT NEJM GROUP?

Responsive Design Site

Following the release of our new recruiter site earlier this year, NEJM CareerCenter has launched a responsive site for jobseekers.

The new site delivers a better user experience — built using a design which renders to the device a jobseeker is using whether mobile, tablet, or desktop without losing any functionality or access to content. You'll notice a new look and feel, optimized for today's use of a variety of devices with larger text, buttons, and streamlined access to content.

No matter what the device, physicians on the go will find it easier than ever to create an account, set up email job alerts, and search and apply for jobs.

Upcoming Recruiter Meetings and Medical Conventions

ID Week*
October 27–29, 2016
New Orleans, LA

American Heart Association (AHA)*
November 13–15, 2016
New Orleans, LA

American Society of Nephrology (ASN), Kidney Week*
November 17–19, 2016
Chicago, IL

Midwest Physician Recruiter Conference and Physician Job Fair
December 7–9, 2016
Chicago, IL

*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 Physicians at the *Right Time* and in the *Right Place*

Residents and fellows are most likely to look for a job during their final year. Our November Career Guide is sent directly to these final year residents and fellows who are ready to apply to your physician job opening. Get your recruitment message in front of this valuable audience at the best value of the year.

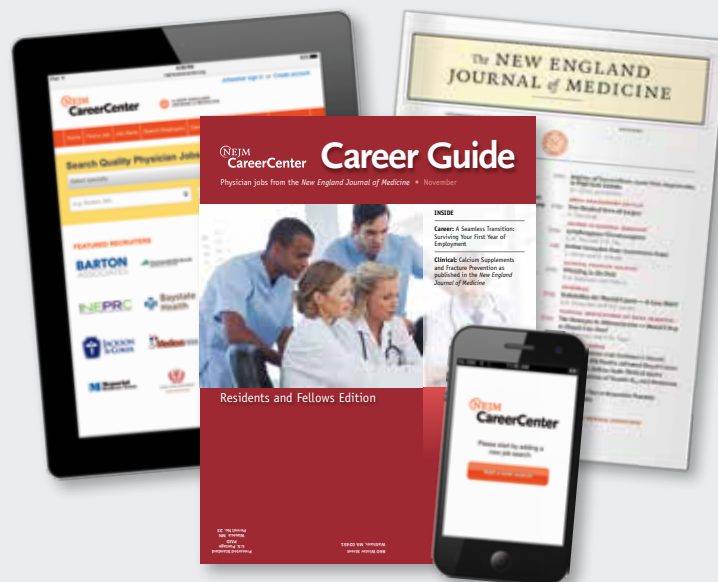
Simply run your paid line or display recruitment ad of any size the November 10 issue of NEJM and your ad will be reprinted at no additional cost in our Career Guide booklet mailed to more over 30,000 new physicians.*

CAREER GUIDE: November Residents and Fellows

NEJM ISSUE: November 10, 2016

CLOSING DATE: October 21, 2016

AUDIENCE: All specialties — final-year residents and fellows



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

*Direct mail counts are based on counts provided by the AMA and are subject to change.