

Recruiting Physicians Today

Volume 27 No. 5 September/October 2019

INSIDE THIS ISSUE

- ▶ Understanding Millennial Physician Jobseekers 1
- ▶ Jobs Widget in NEJM Journal Watch Email Updates 3
- ▶ Reach New Physicians This Fall 4
- ▶ Upcoming Recruiter Meetings and Medical Conventions 4

UNDERSTANDING MILLENNIAL PHYSICIAN JOBSEEKERS

According to the Pew Research Center, members of the millennial generation were born between 1980 and 1997 and currently make up more than a third of the general workforce.* When we look at the physician workforce specifically, the vast majority (94%) of final-year residents and fellows are millennials, according to AMA data.† With the continuing and rapid rise of millennials in the workforce, it is more imperative than ever to understand their preferences and behaviors when it comes to looking for a physician job.

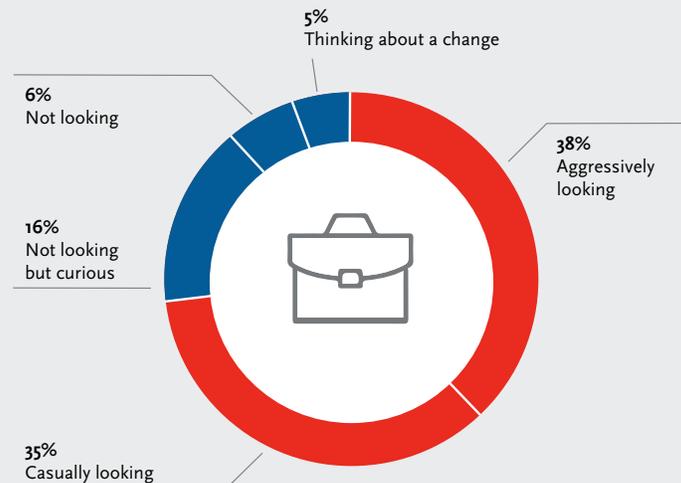
In an effort to equip physician recruiters with valuable new insights, the NEJM CareerCenter surveyed over 200 millennial physicians on their job-seeking behavior, including their preferred methods of communication, what drives their

behavior and preferences, likes and dislikes of the job search processes, and much more. The following highlights some key findings from the study — look out for the full white paper to be released later this year.

Methodology

Out of 2,640 physicians, 220 qualified and completed a 15-minute *blinded* online survey. Qualified respondents were born between the years 1981 and 1992. Slightly more than half, 115, were physicians currently in practice, and the remaining 105 were in their final-year of residency. The vast majority (73%) indicated that they were actively seeking employment to some degree, selecting aggressively looking or casually looking; 27% were classified under passive jobseekers who self-identified as not looking but curious, not looking, or thinking about a change.

Job-Seeking Status



Continued on page 2

DIRECTOR

Ken Sylvia
Director,
Recruitment Solutions

EDITOR

Cathy Mai
Marketing Manager,
Recruitment Solutions

**CLASSIFIED/
RECRUITMENT
ADVERTISING**

Matt Clancy
Sales Manager,
Recruitment Solutions

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 cmai@nejm.org.

Recruiting Physicians Today is an advertising service of NEJM Group, a division of the Massachusetts Medical Society.

© Massachusetts Medical Society

Continued from page 1

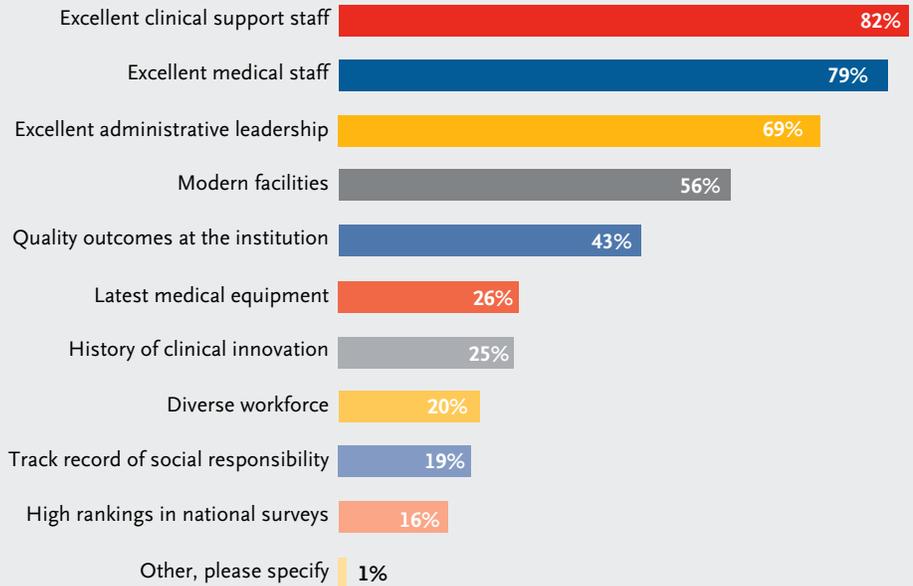
Key Findings

People are your most valuable asset

Staff and leadership are the top choices when millennial physicians consider an employer. Excellent clinical support staff

is more important to community physicians (87%) than academic ones (69%).

Most Important Aspects of an Employer

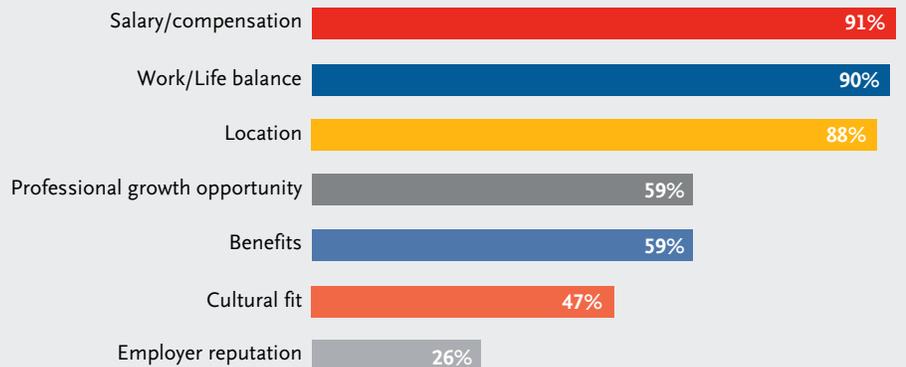


Money is still the top driver

Salary and compensation are the most popular prompts when physicians start a new job search or consider a new job. Additionally, salary and compensation are

considered the most important aspect of a job, followed very closely behind with work/life balance.

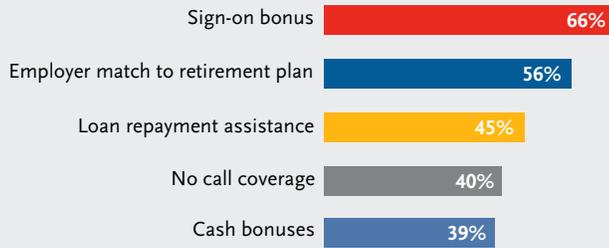
Most Important Aspects of a Job



Continued on page 3

Continued from page 2

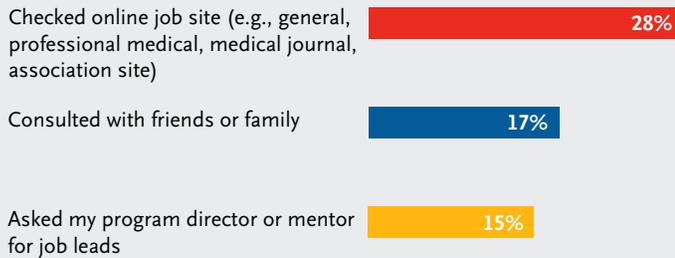
Top 5 Most Appealing Benefits That Differentiate Employers



Online resources key for active millennial jobseekers

Actives will look at online job boards as their first step in the job search. They also chose trustworthiness as the most important factor when choosing a job board.

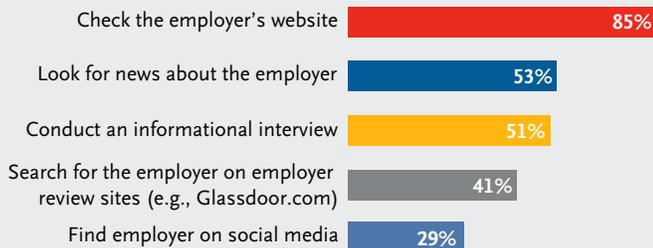
First Steps in Job Search (Actives)



Optimize your employer page

When asked what steps they take in order to better understand potential employers, the vast majority of respondents indicated that they will check out an employer's website. Jobseekers, consider your careers home page a key resource, so it is imperative to include relevant information and optimize for ease of use. Also of note, practicing physicians (35%) are more likely to use social media for this purpose than trainees (22%).

Actions to Take to Better Understand Potential Employers



To receive a copy of the full white paper, contact your NEJM CareerCenter sales rep or ads@nejmcareercenter.org.

*www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force

†AMA birth year data as of August 2019

WHAT'S NEW AT NEJM GROUP?

Jobs Widget in NEJM Journal Watch Email Updates

NEJM CareerCenter jobs are now being featured in the weekly specialty email and monthly topic updates from NEJM Journal Watch, expanding the reach of your jobs!

NEJM Journal Watch equips today's caregivers with the information and perspective needed so they can be clinically prepared and practice with confidence. Physicians can choose from 12 weekly specialty updates and 19 monthly topic updates when they sign up for a free account on JWatch.org.

Upcoming Recruiter Meetings and Medical Conventions

Northwest Staff Physician Recruiters (NWSRP)
October 10–11, 2019
Seattle, WA

Mid-Atlantic Physician Recruiter Alliance Physician Recruiter Conference (MAPRA)
October 23–24, 2019
Baltimore, MD

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

Southeast Physician Recruiters Association (SEBRA)
October 27–29, 2019
Atlanta, GA

Northeast Physician Recruiter Association (NEPRA)
November 6–8, 2019
Stowe, VT

Illinois Staff Physician Recruiters (ISPR)
November 13–15, 2019
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

THIS ISSUE OF RPT IS SPONSORED BY



PROMOTIONAL NOTES/NEWS

Reach New Physicians This Fall

Final-year residents and fellows are looking for their next move. This fall, you can recruit them with one of the most trusted brands in medicine, the *New England Journal of Medicine* — and receive valuable discounts and extras with our Residents and Fellows package.

Ask for the Residents and Fellows package to get unparalleled digital distribution for your physician jobs. Your job opening will be shown and targeted by specialty alongside clinical content on NEJM.org, JWatch.org, and a vast array of opt-in emails. Our unique and advanced online solutions reach more passive jobseekers through clinical content than any other product out there.

Additionally, your reach will be extended through a line or display recruitment in both the *New England Journal of Medicine* and a special career guide booklet that is mailed directly to more than 35,000 final-year residents and fellows.†

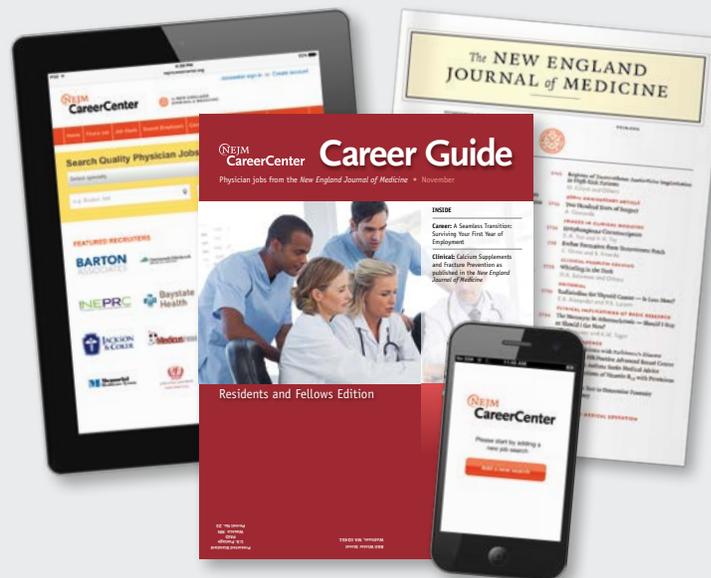
CAREER GUIDE: November *Career Guide: Residents and Fellows*

NEJM ISSUE: November 14, 2019

CLOSING DATE: October 25, 2019

AUDIENCE: All specialties — about 100 final-year residents and fellows

BONUS REACH: Over 35,000‡



‡Booklet will be mailed to over 35,000 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 today!