

Recruiting Physicians Today

Volume 29 No. 5 September/October 2021

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AAPPR'S 2020–2021 PHYSICIAN AND PROVIDER JOB SATISFACTION AND SEARCH REPORT

The Association for Advancing Physician and Provider Recruitment (AAPPR) is a professional organization exclusively for health care professionals who influence the recruitment to retention continuum and are committed to quality health care for their communities. AAPPR is the leading authority on physician and provider recruitment, onboarding, and retention, and is dedicated to transforming healthcare by empowering industry experts through education, research, and engagement.

AAPPR is composed of nearly 2,000 professionals employed directly by hospitals, clinics, physician practices, medical groups, telehealth providers, academic medical centers, retail health clinics, and managed care organizations.

Objectives

This survey was completed by US physicians and advanced practice provider professionals.

The purpose of the survey was to assess preferences of healthcare providers in job searching, interviewing, and placement during a highly virtual COVID-19 environment.

Methodology

An online survey was distributed by M3 Global Research to US healthcare providers with responses collected from 2,627 candidates.

Topics covered include:

- Early retirement decisions
- Desire for employer change
- Feedback on job search process and tools
- Satisfaction with recruitment staff
- Awareness surrounding upcoming CMS changes

Summary

2020 was a difficult year in healthcare. Survey respondent trends include:

- Propensity for early retirement as a direct result of the impacts of COVID-19
 - Burnout, increasingly difficult technology and administrative workload, and financial markets were primary causes for early retirement
- Over half of survey respondents considered or completed an employer change
 - Burnout, lack of care delivery support and organizational financial status were primary reasons for employer change

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- Employer websites, network referrals, search aggregator sites, and association career centers were predominant tools for job searching
- Over 90% of respondents said virtual interviewing was at least somewhat effective (see Figure 1) and over half of respondents would accept a job with only a virtual interview
- Respondents prefer to negotiate directly with hiring organizations for compensation and benefits
 - Top 5 important benefits included
 - Combined compensation and benefits
 - Relocation coverage
 - Reduced or negligible on-call time
 - Ability to serve in a leadership role
 - Schedule flexibility
- Respondents were generally satisfied with recruitment staff
 - Respondents prefer to work with in house recruiters, recruitment firms, and physician leaders

- More than 25% considered or took an opportunity presented through a recruitment firm in the last 12 months
- Roughly 75% of physicians are aware of upcoming CMS changes and how this impacts compensation opportunity

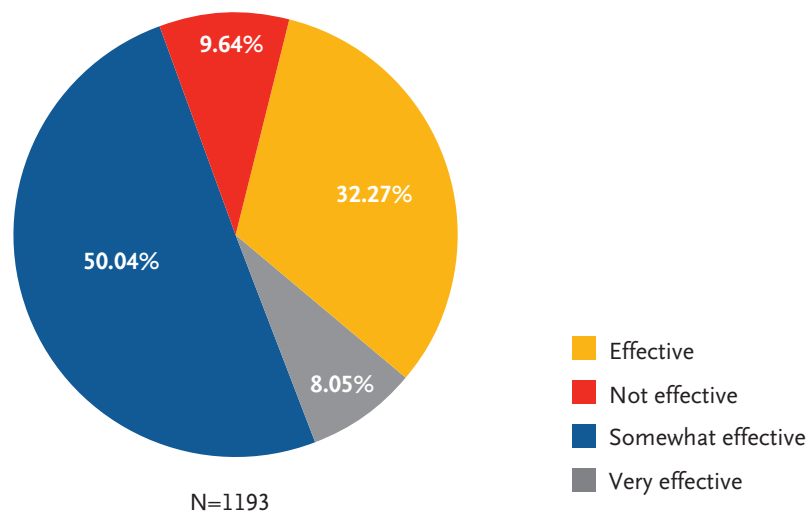
Some Highlights

In the last 12 months, it was common for respondents to consider changing employers. Over half of respondents, 56.72% are considering or considered changing employers.

There was minor variance between duration in practice for respondents considering changing employers. Those who did consider changing employers in the last 12 months had a mean of 13.76 years in practice and a median of 10 years. Those who did not consider a change had a mean of 13.36 years and a median of 10 years in practice.

There were many reasons respondents considered a change in employer with burnout and lack of support as the top two reasons. Counts of motivations for change are shown in Figure 2.

Figure 1: Group Opinion on Effectiveness of Virtual Interviewing



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Figure 2: Reasons for Changing Employer

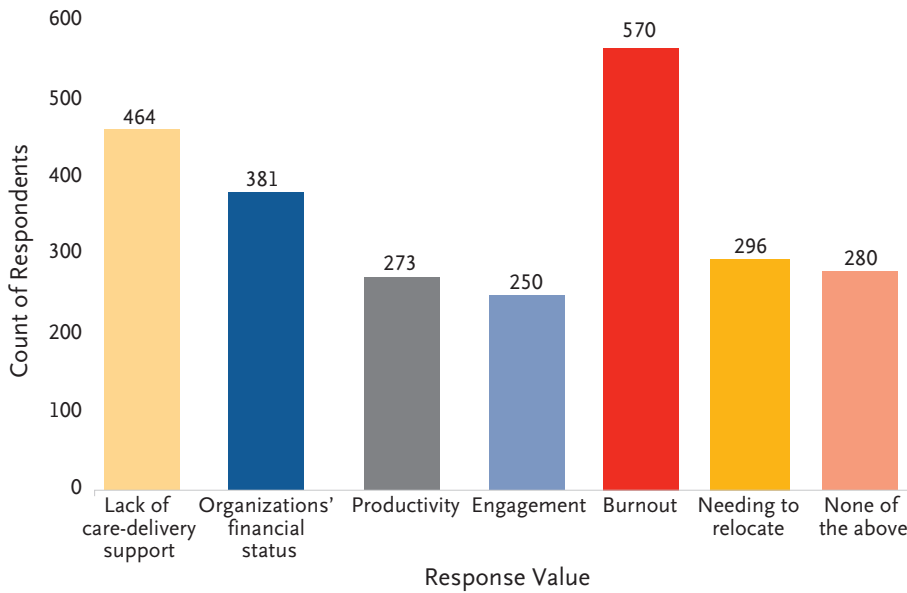


Table 1: Preferred Benefits Rankings

Benefit	Count	Percentage
Combined compensation and benefits	1744	13.87%
Relocation coverage	1491	11.86%
Reduced or negligible on-call time	1475	11.73%
Ability to serve in a leadership role	1293	10.29%
Schedule flexibility	1192	9.48%
Amount of and ability to take time off	1041	8.28%
Tuition reimbursement	933	7.42%
Loan forgiveness or repayment	873	6.95%
Autonomy	765	6.09%
A work culture that aligns with my values	624	4.96%
Ideal location of the job	440	3.50%
Leadership support and investment	297	2.36%
Visa Support	244	1.94%
Practice support (e.g., medical assistants, RNs)	88	0.70%
Colleagues/medical staff community	70	0.56%

Respondents were asked to select the top 5 most important benefits offered by a new employer. Top ranked benefits are shown in Table 1.

For the full report, visit <https://aappr.org/research/surveys-reports>.

WHAT'S NEW AT NEJM GROUP?

NEJM Group Conference Update eNewsletters

NEW for 2021, NEJM Group is pleased to offer a full suite of disease state specific employer spotlight opportunities with conference coverage in an e-newsletter format!



NEJM Group Conference Update eNewsletters feature daily deployments covering conference happenings, including pre- and post-conference coverage. Content will include video/audio interviews with key opinion leaders offering key insights and perspectives on conference developments, short-form summaries of conference proceedings, as well as reviews of any NEJM content presented at the conference, which may include video interviews with NEJM study authors, short-form summaries, and links to full-text NEJM articles.

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Association (AHA)
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Boston, MA + Virtual

American Society of
Hematology (ASH)
December 11–14, 2021
Atlanta, GA + Virtual

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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* (NEJM) — and receive valuable discounts and extras with our Residents and Fellows package.

The Residents and Fellows package will get your recruitment message unparalleled digital distribution. 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 available.

Additionally, your reach will be extended through a line or display recruitment ad in TWO issues of the *New England Journal of Medicine* and a special Career Guide booklet that is mailed directly to over 35,000 final-year residents and fellows.*

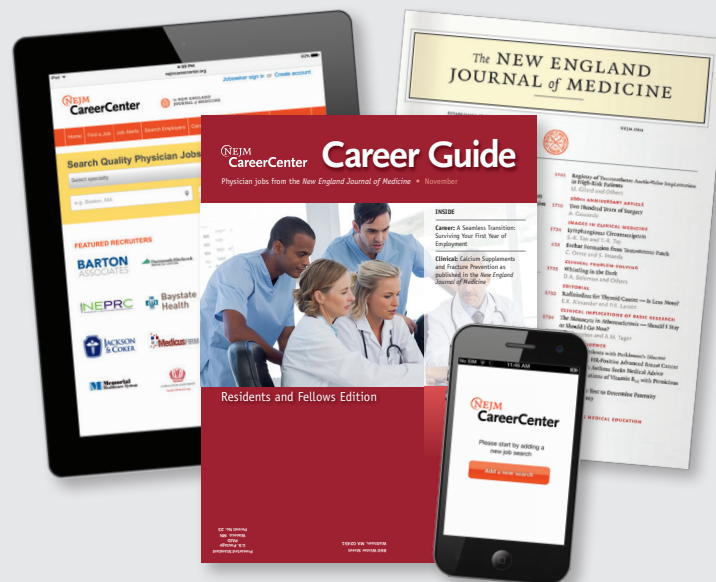
CAREER GUIDE: Residents and Fellows

NEJM ISSUE: November 11 and 18, 2021

CLOSING DATE: October 22, 2021

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

BONUS REACH: Over 35,000*



*Booklet will be mailed to over 35,000 physicians. Direct mail counts are based on counts provided by the AMA and are subject to change.

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