

Recruiting Physicians Today

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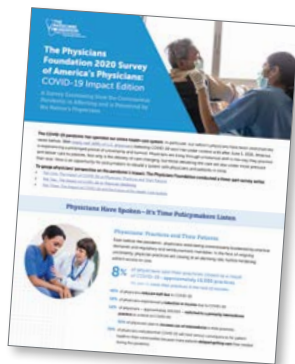
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THE PHYSICIANS FOUNDATION 2020 SURVEY OF AMERICA'S PHYSICIANS: COVID-19 IMPACT EDITION

A Survey Examining How the Coronavirus Pandemic is Affecting and is Perceived by the Nation's Physicians



Reprinted courtesy of
The Physicians Foundation.
Note: This has been edited
due to space constraints.
For the full report report, visit
<https://physiciansfoundation.org>.



The COVID-19 pandemic has upended our entire health care system. In particular, our nation's physicians have been stretched like never before. With nearly half (49%) of US physicians believing COVID-19 won't be under control until after June 1, 2021, America is experiencing a prolonged period of uncertainty and turmoil. Physicians are living through a historical shift in the way they practice and deliver care to patients. Not only is the delivery of care changing, but those delivering the care are also under more pressure than ever. Now is an opportunity for policymakers to rebuild a system with physicians and patients in mind.

To gauge physicians' perspective on the pandemic's impact, The Physicians Foundation conducted a three-part survey series:

- Part One: The Impact of COVID-19 on Physicians' Practices and Their Patients
- Part Two: The Impact of COVID-19 on Physician Wellbeing
- Part Three: The Impact of COVID-19 and the Future of the Health Care System

Physicians' Practices and Their Patients

Even before the pandemic, physicians were being unnecessarily burdened by practice demands and regulatory and reimbursement mandates. In the face of ongoing uncertainty, physician practices are closing at an alarming rate, further hindering patient access to care.

- 8% of physicians said their practices closed as a result of COVID-19 — approximately 16,000 practices.
- 4% plan to close their practices in the next 12 months.
- 43% of physicians reduced staff due to COVID-19.
- 72% of physicians experienced a reduction in income due to COVID-19.
- 12% of physicians — approximately 100,000 — switched to a primarily telemedicine practice as a result of COVID-19.

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- 52% of physicians plan to increase use of telemedicine in their practices.
- 72% of physicians indicated that COVID-19 will have serious consequences for patient health in their communities because many patients delayed getting care they needed during the pandemic.

Physician Wellbeing

Physician burnout was a public health crisis long before COVID-19. Now, we're seeing the pandemic exacerbating this issue, which is leading to higher rates of burnout, retirement and worsening physician shortages.

- 13% have sought medical attention for a mental health problem caused COVID-19's effects on their practice or employment situation.
- 37% of physicians would like to retire in the next year.
- 58% of physicians often have feelings of burnout, compared to 40 percent in 2018.

This survey series was conducted for The Physicians Foundation by Merritt Hawkins. For the full results of each survey: <https://physiciansfoundation.org/physician-leadership/physician-and-patient-surveys>.



TELEHEALTH IMPACT STUDY: PHYSICIAN SURVEY

Reprinted courtesy of the COVID-19 Telehealth Impact Study Work Group of the COVID-19 Healthcare Coalition

Telehealth use, which surged during the COVID-19 pandemic, has provided a way for physicians to provide care while keeping patients safe in their homes. These services also protected healthcare staff and safeguarded resources such as personal protective equipment (PPE). To explore clinicians' experiences with telehealth, the COVID-19 Healthcare Coalition recently conducted a survey of 1,594 physicians and other qualified healthcare professionals across the country. The findings of the Telehealth Impact Study highlight the wide expansion of telehealth services in many specialty areas, high levels of satisfaction with the services, and a look at barriers that could affect the continued use and improvement of these services.

The survey responses show that telehealth is positively influencing four important dimensions of care:

Clinical Outcomes

More than 75% of clinicians responding to the survey indicated that telehealth enabled them to provide quality care in the areas of COVID-19-related care, acute care, chronic disease management, hospital follow-up, care coordination, preventative care, and mental/behavioral health. Additionally, 60% of clinicians reported that telehealth has improved the health of their patients.

- Of those using telehealth, 80% are conducting live, interactive video visits with patients and 67.9% are doing audio-only visits.
- 68% of respondents are motivated (agree and strongly agree) to increase telehealth use in their practices. The majority would like to continue to offer telehealth for chronic disease management, medical management, care coordination, and preventative care following the pandemic.

- 11% of respondents said they were using remote patient monitoring technologies with patients in their homes; the commonly used tools include smartphones (camera), blood pressure cuffs, body weight scales, and pulse oximeters. Currently, data is usually shared verbally over the phone or via email.

Patient Experience

More than 80% of respondents indicated that telehealth improved the timeliness of care for their patients. A similar percentage said that their patients have reacted favorably to using telehealth for care.

Cost

Respondents indicated that telehealth decreased the costs of care for their patients (61% either agreeing or strongly agreeing) and improved the financial health of their practices (56% either agreeing or strongly agreeing).

Professional Satisfaction

A majority of respondents indicated that telehealth has improved the satisfaction of their work (55%).

The survey also captured data on the barriers and challenges to telehealth that most concern the respondents. These include:

- **Payment Rates:** 73.3% of clinician respondents indicated that no or low reimbursement will be a major challenge post-COVID if the current expansions do not remain.

As a result of the pandemic, adoption of telehealth in physician practices has increased dramatically and patients are now more likely to be able to access telehealth services within their existing medical home. This is further indicated by 50% of respondents indicating that 75% of patients being seen via telehealth were patients with which there was an existing patient-physician relationship.

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WHAT'S NEW AT NEJM GROUP?

Introducing NEJM Healer

NEJM Healer is the most engaging and advanced application for clinical educators to teach and assess clinical reasoning and for students to develop their diagnostic skills. Interacting with virtual patients in an innovative interface, learners move through key aspects of the clinical encounter — from triage, history, and physical exam, to obtaining labs and images — sharpening their skills along the way. Combining state-of-the-art cognitive models for how students begin to develop clinical reasoning expertise with powerful knowledge tools including illness scripts and diagnostic schema, NEJM Healer develops and measures multiple critical skills, including data acquisition, illness script concordance, problem representation, and differential diagnosis.

Learn more now at <https://nej.md/3fwfaKi>.



Upcoming Recruiter Meetings and Medical Conventions

ID Week
September 29–
October 3, 2021
Virtual

American Heart Association (AHA)
November 13–15, 2021
Boston, MA + Virtual

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

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convention distribution of
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physician conventions.

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FROM WHERE HAVE YOU CONDUCTED YOUR TELEHEALTH VISITS?



Clinic
77.4%



My Home
63.6%



Hospital
15.1%



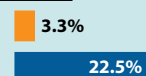
Other
5.6%

HOW MANY TELEHEALTH VISITS WERE YOU AVERAGING PER WEEK BEFORE AND AFTER MARCH 11, 2020, WHEN THE WORLD HEALTH ORGANIZATION DECLARED THE COVID-19 OUTBREAK TO BE A PANDEMIC?

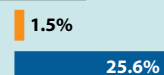
0 to 5



6 to 10



11 to 20



More than 20



**Before
March 11, 2020**

**After
March 11, 2020**



- **Technology:** More than 64% of respondents said technology challenges for patients was a barrier to the sustainable use of telehealth. These perceived barriers included lack of access to technology and/or internet/broadband, as well as low digital literacy. Clinicians in suburban, urban, and rural settings all had seen these barriers among their patients, although those in rural areas saw the highest percentages. These findings may help explain the high use rates of audio-only services and the importance of reimbursement changes enabling payments for telephone encounters, which started shortly after the pandemic began.

- **Workflow:** 58% of respondents are not able to currently access their telehealth technology directly from their electronic health records (EHRs). Workflow challenges also include lack of integration with EHRs (30.3%) and other healthcare technologies (27.9%), building telehealth-specific workflows (25.7%), and lack of technical support (25.3%).

The survey was developed by members of the COVID-19 Telehealth Impact Study Work Group of the COVID-19 Healthcare Coalition. The survey was informed by prior work in this area, including surveys developed by the American Medical Association (AMA) and the National Committee on Quality Assurance (NCQA). **Please visit the Coalition website to see the full, interactive report at <https://c19hcc.org/telehealth>.**

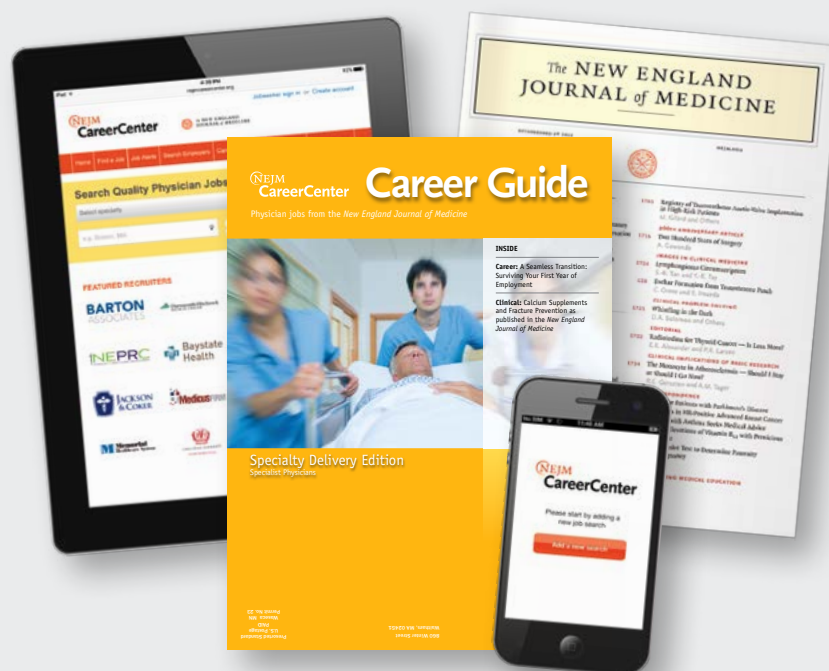
PROMOTIONAL NOTES/NEWS

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

This fall, over 35,000 physicians will start their last year of residency or fellowship and prepare to enter the workforce. Whether you are sourcing for primary care physicians or specialists, we've crafted a multichannel package delivering this highly sought-after group. With one simple purchase you can maximize your reach to high-prospect physicians via:

- 700,000+ targeted physicians via our network of clinical sites and opt-in emails
- 112,000 weekly readers within TWO consecutive print issues of the *New England Journal of Medicine*
- 35,000+ early-career physicians through our career guide magazine(s) (see below)*

Career Guide Edition	Deadline	Specialties	Audience
Specialty Delivery	8/13/21	CD, D, END, FM, GE, HEM/ONC, HOSP, ID, IM, NEP, N, ORS, ENT, PULM/CC, PUD, DR, RHU, and U	Final-year residents and fellows, and physicians in practice 1–3 years
Residents and Fellows	9/17/21	All specialties — about 100	Final-year residents and fellows
Residents and Fellows	10/22/21	All specialties — about 100	Final-year residents and fellows



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*Counts are estimates only and are subject to change based on data collected and approved by AMA.