

**North Dakota Health Care Workforce Summit:
Planning Together to Meet North Dakota's Future Health Care Needs
Kelly Inn, Bismarck, ND
December 5, 2006**

Session 3: Focus on Employment –Recruitment and Retention, 10:15 – 11:00

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Purpose: To share hands-on experience regarding physician recruitment and retention.
What to do, regardless of the community size - the basics are the same.

Recruitment

Communication:

- Internal and external
- Timely response to all the players
- Follow up after the visit
- Do NOT recruit to a promise
- DO NOT oversell the community
- Let the candidate know if it is yes or no

Cooperation: hand out

- Make sure everyone is on the same page
- Get community involvement

Life Style:

- Family practice is the practice with the most time demand
and yet many times is lowest
- FP provides care “womb to tomb” or “cradle to grave”
- There is more to the community than the medical practice....

Recruit the Entire Family:

- The entire family needs to be involved in the process
- Have things for the spouse and kids to do while the doc is at the tours.

Extremely Competitive Market for FP physicians:

- True for all visa carriers.
- Every day you wait to respond is another day your competition can beat you.
- If you get someone to check you outgo ALL out.
- Do not accept someone who does not fit the need and hope it will work.
Better off with no doc than a bad one

Retention:

How do we keep them?

Develop a follow system for the physician. If possible have another physician do it.
Should be someone other than the administrator. Many times the doc is uncomfortable
Designate a community person to meet with the spouse and the children.
Check on schools and ask how things are going. See if they have any needs or
Questions.
Once they start to look at other options it is too late

North Dakota Characteristics:

Pros:

Little or no HMO penetration
Work ethics of ND workers
Trustworthy
Clear Air
Safe schools and communities
Outdoor activities:
Hunting
Fishing
Boating
Biking & hiking
Medora and Teddy Roosevelt National Park

Cons:

Summed up in two words....."Geographically isolated"
It's too cold, too windy, too far, too, too and too

How do we reach these candidates?

Best of all:

A friend of a friend, a friend of a physician.
Referral by a colleague.
Doc walks in or contacts your community directly
Specialty journals
Mailings
Coordinated by specialty and geographical specifications
Outdoor journals
Bicycle journals
Shooting journals
Fishing magazines
Harley Davidson Journal
Attend residency Fairs
Be pro-active rather than re-active
Be aggressive

COOPERATION!



