

A man in a white lab coat is smiling and holding a smartphone. The phone screen displays a white cherry icon on a dark background. The entire image has a semi-transparent red overlay.

Recruiting Physicians 101

How to stand out in a saturated market

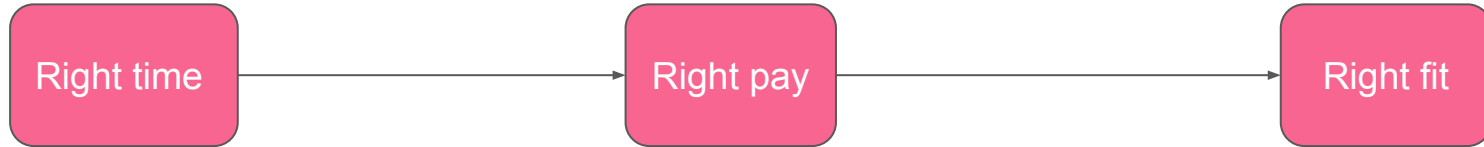
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Co-founder Cherry Health

Discussion Topics

- What are physicians looking for?
- How to make physicians happy (and increase recruiting referrals)
- Where to find doctors



What Are Physicians Looking For?



- At least 3 months in advance
 - Average 180 days (primary care)
 - 220+ for specialties
- Summer locums (new grads)
- Most physicians book at least 1 month duration (average 120 days)

- Remuneration model
 - FHO vs FFS vs other
- Expenses
 - Overhead, available services, anticipated net earnings
- Incentives
 - Daily rates, billing minimums, rural subsidy, stipends, housing

- Location
 - To home, to recreation, areas of high need
- Practice style
 - Clinic, walk-in, urban, rural, remote
- Patient population
- Culture
 - Physicians, staff, community



How to find MDs

- Take on learners
 - medical students & residents
- Referrals
- Online
 - General job postings
 - Medical job postings
 - Regional specific medical job postings
 - Facebook
 - Your own website
- Offline
 - Print ads / classifieds
 - Mail
- In person
 - Hiring fairs
 - Conferences
 - Pri-med, St Pauls, FMF



Step 1 - Make your physicians happy

- Before a physician starts
 - Orientation to the practice
 - Building
 - Staff & roles
 - Workflow
 - Supplies & procedures
 - Community resources
 - Specialist resources
 - Training for the EMR
 - Onboarding to billing system
 - Employment contracts
 - Non compete? Duration? Ending early? Hours? Billing details (overhead, uninsured services)
 - Good handover for patients of concern/upcoming results/tests
 - Orientation to the community (especially for rural areas)



Step 2 - Make your physicians happy

- During a locum

- Helpful & knowledgeable staff (low turnover rates)
- Fresh task/lab inbox
- Efficient workflow
- Keep them busy
- Good chart notes and patient plans from attending physician
- Emergency backup available (rural ER/hospitalist coverage)
- Expectations and work / life balance
 - Appointment length / patient volumes
 - Flexible schedule
 - Work from home / telehealth options
 - After hours support (critical lab results etc)
 - Reasonable call schedule



Step 3 - Make your physicians happy

- After

- Fast payment
- Follow up on lab results (for medico-legal reasons as well as educational)
- Seek feedback



Step 4 - Leverage your network

“Physicians recruit physicians”

- Ask your existing physicians to help recruit
 - Invite friends and colleagues
 - Leverage social networks (Facebook/LinkedIn/TheRounds)
 - Invite learners (and their colleagues)
- Have a finders fee bonus for your current doctors



A smiling man with a beard, wearing a white shirt and a dark tie, is holding a smartphone in his right hand. The phone screen displays a white cherry icon on a dark background. The entire image is overlaid with a semi-transparent red filter. The text 'Recruiting Resources' is written in large, white, sans-serif font across the upper middle of the image.

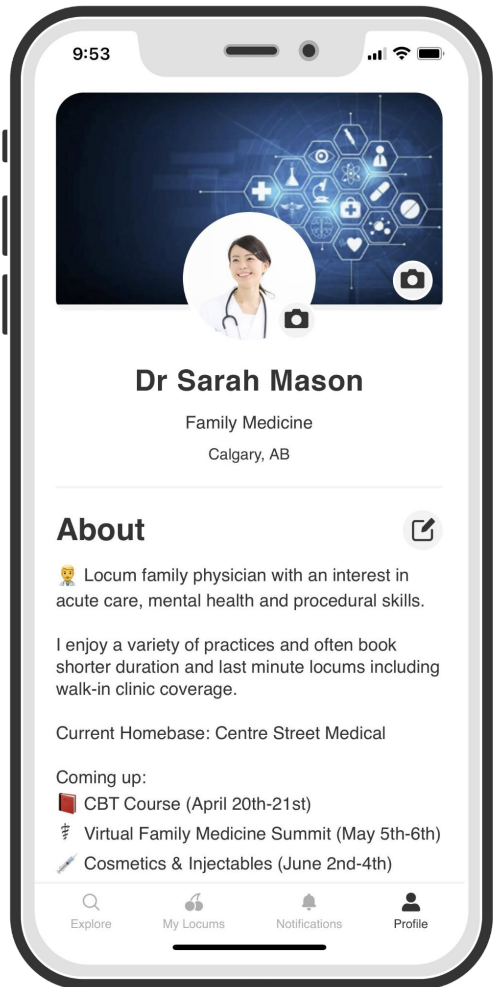
Recruiting Resources

Where to Find Doctors

Canada-wide Recruiting Resources

- Post on a physician Facebook group
 - \$0 <https://www.facebook.com/groups/1135071143513372> (Physician Locums Canada - 1,400 members)
 - \$0 <https://www.facebook.com/groups/149454345115001> (First Five Years in Family Practice Canada - 6,100 members)
 - \$0 <https://www.facebook.com/groups/418915092259160> (Family Physician Job Opportunities Canada - 1,900 members)
 - \$0 <https://www.facebook.com/groups/246616448802227> (IMG Canada -10,600 members)
- Post on a general jobs website
 - \$0 <https://ca.indeed.com/hire>
 - \$0 <https://www.linkedin.com/talent/post-a-job>
 - \$\$ In-mails
 - \$ Automated outreach
 - \$299 per 30 days <https://hiring.monster.ca/>
- Post on a medical jobs website
 - \$25 per 30 days <https://jobconnect.health/>
 - \$85 per 60 days <https://locums.ca/>
 - \$74-\$97 per 30 days <https://classified.cfpc.ca/>
 - \$150 per 90 days <https://www.srpc.ca/classified-ads>
 - \$150 per 120 days <https://mdwork.com/>
 - \$300-\$400 per 30 days <https://www.drcareers.ca/>
- Printed Magazine Classified Ads
 - \$90-\$2890 per issue Canadian Family Physician Journal
 - \$160-\$3550 per issue Canadian Medical Association Journal





Physician Careers Network



- Award winning physician-clinic matching platform
 - Fast, easy, secure
 - \$0 locum matching, >2000 members
 - Images, Map, Locum ratings, Active outreach, Message boards
 - Coming soon: shift pickup/internal locum management, in-house recruiting assistance
- Clinic managers are welcome (and soon staff recruiters as well)
- Long term recruiting services now available!

www.cherry.health

Ontario Recruiting Resources

- Post on a physician Facebook group
 - \$0 <https://www.facebook.com/groups/familyphysicianjobopportunitiesontario> (Family Physician Job Opportunities - Ontario - 5,000 members)
 - \$0 <https://www.facebook.com/groups/first5ontario/> (First 5 Years in Family Practice - Ontario - 4,000 members)
 - \$0 <https://www.facebook.com/groups/117444281618178> (International Medical Doctors Ontario - 4,000 members)
- General
 - \$0 <https://hfojobs.healthforceontario.ca/en/> (Health Force Ontario Job Board)
 - \$50 per 30 days <https://oma.adperfect.com/> (Ontario Medical Association Job Board)
 - \$0 <http://www.oags.org/joblisting.html> (Ontario Association of General Surgeons)
- Regional (Medical School Job Postings)
 - \$0 <https://fammedmcmaster.ca/join-us/locum/> (McMaster University Department of Family Medicine Job Postings)
 - \$0 <https://www.nosm.ca/our-community/nosm-physician-workforce-strategy/northern-ontario-physician-workforce-opportunities/> (Northern Ontario School of Medicine Physician Workforce Opportunities)
 - \$0 <https://med.uottawa.ca/family/about/career-opportunities> (University of Ottawa Department of Family Medicine Job Board)
 - \$0 <https://dfcm.utoronto.ca/locums-and-vacancies> (University of Toronto Department of Family Medicine Locums and Job Vacancies)
 - \$100 per 30 days https://www.schulich.uwo.ca/familymedicine/postgraduate/family_medicine_residents_of_western/jobs.html (Western Schulich Medicine and Dentistry Physician Job Postings)
- Rural
 - https://www.healthforceontario.ca/en/Home/All_Programs/Rural_Family_Medicine_Locum_Program (Rural Family Medicine Locum Program)
 - https://www.healthforceontario.ca/en/Home/All_Programs/Northern_Specialist_Locum_Programs (Northern Specialist Locum Program)
 - https://www.healthforceontario.ca/en/Home/All_Programs/Emergency_Department_Locum_Program (Emergency Department Locum Program)
 - https://www.healthforceontario.ca/en/M4/Advisory_Services (HFO Recruitment Advisory Services Program)



BC Recruiting Resources

- General
 - \$0 (must be registered with your local Division) <https://www.healthmatchbc.org/>
 - \$0 <https://bcfamilydocs.ca/change-starts-here/physician-medical-home/locums/> (BC Family Doctors)
 - \$50-\$90 per 30 days <https://bcmj.org/classified-advertising> (BC Medical Journal Classifieds)
- Rural
 - <https://www.locumruralbc.ca/Locum-Postings> (Locums for Rural BC)
 - Rural GP Locum Program, Rural GP Anesthesia Locum Program, Rural Specialist Locum Program
 - <https://www.prabc.ca/> (Practice Ready Assessment - Physicians of BC)
 - <https://www2.gov.bc.ca/gov/content/health/practitioner-professional-resources/physician-compensation/rural-practice-programs/rural-recruitment> (Rural Recruitment Incentives)
- Regional
 - \$0 <https://divisionsbc.ca/divisions-in-bc> (Divisions of Family Practice - Most have a job board)
 - \$0 <https://medicalstaff.vch.ca/careers/add-a-vacancy> (Vancouver Coastal Health)
 - \$0 <http://medicalstaff.fraserhealth.ca/Careers/Practice-Opportunities/> (Fraser Health)
 - \$0 <https://physicianjobs.interiorhealth.ca/search-jobs> (Interior Health)
 - \$0 <https://medicalstaff.islandhealth.ca/careers/opportunities> (Island Health)
 - \$0 <https://physicians.northernhealth.ca/living-working-here/practice-opportunities#by-community> (Northern Health)
- Facebook groups
 - <https://www.facebook.com/groups/586810615159316> (Family Physician Job Opportunities - BC - 400 Members)
 - <https://www.facebook.com/groups/first5britishcolumbia> (First 5 Years in Family Practice - BC - 1,200 Members)
- Divisions of Practice
 - <https://divisionsbc.ca/>



Alberta Recruiting Resources

- General
 - <https://www.albertadoctors.org/services/physicians/pls/job-board> (AMA physician job board)
 - \$85+ per issue <https://www.albertadoctors.org/services/media-publications/newsletters-magazines/advertising> (Alberta Doctors Digest magazine classified ads)
 - <https://cumming.ucalgary.ca/departments/family-medicine/opportunities/current-opportunities/community-practice> (University of Calgary Department of Family Medicine Job Postings)
 - \$150 once <https://sites.google.com/uAlberta.ca/fmra/job-advertisements> (University of Alberta Family Medicine Residents Association job board)
 - <https://www.doctorjobsalberta.com/> (Doctor Jobs Alberta - ONLY if posting on behalf of an Alberta Health Services facility)
- Facebook groups
 - <https://www.facebook.com/groups/196549613867571> (The First Five Years in Family Practice Alberta - 1,300 members)
 - <https://www.facebook.com/groups/familyphysicianjobopportunitiesalberta> (Family Physician Job Opportunities Alberta - 700 members)
- Rural
 - <https://www.albertadoctors.org/services/physicians/pls/rural-physicians> (AMA rural locum program)
 - <https://www.albertahealthservices.ca/info/Page7239.aspx> (Calgary zone rural medicine locum program)
 - <https://www.doctorjobsalberta.com/clinics.aspx> (apply to sponsor a physician for Practice Readiness Assessment)
 - <https://rhpap.ca/programs-services/rural-alberta-communities/rural-community-attraction-and-retention-program/> (Rural Health Professions Action Plan's Rural Community Attraction and Retention Program)
- Primary Care Network Job Boards
 - Calgary Foothills - <https://cfpcn.ca/physician-careers-opportunities/>
 - [39 other PCNs - lots have their own physician job listings]



Take Home Points

- What makes your clinic better than the one down the street or in the next town over
- Maximize your clinics exposure (and start early!)
- Get your prospective physician on the phone/webcam/in person to talk to one of your existing (preferably *happy*) doctors ASAP
- Go out of your way to provide an outstanding experience (referrals and retention)



Additional Resources

Contracts

- <https://www.healthforceontario.ca/UserFiles/file/PracticeOntario/TiPS/TiPS-LC-EN.pdf> (HFO Generic Locum Contract Template)
- <https://joulecma.ca/sites/default/files/2018-10/Key-Contract-Points-Group-Practice.pdf> (Joule's Group Practice Employment Contract Checklist)
- https://practiceinbc.ca/sites/default/files/1300_Comox%20Valley%20Division%20Locum%20Contract_Example_Comox%20Valley_Sourced%20July%2026%202015.pdf (Comox Valley Example Locum Contract)

Information

- https://www.healthforceontario.ca/en/Home/All_Programs/Physician_Recruitment_for_Communities/Recruitment_Essentials (HFO's Physician Recruitment Essentials toolkit)
 - <https://www.healthforceontario.ca/UserFiles/file/PRC/recruitment-essentials-sm-en.pdf> (Social Media for Recruiting)
 - <https://www.healthforceontario.ca/UserFiles/file/PRC/recruitment-essentials-rr-en.pdf> (Physician Recruitment and Retention)
 - <https://www.healthforceontario.ca/UserFiles/file/PRC/recruitment-essentials-marketing-en.pdf> (Marketing)
- <https://joulecma.ca/sites/default/files/2018-10/Locum-Evaluation-Checklist.pdf> (Joule's Pre-locum Checklist)



Questions?

www.cherry.health

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