

IMPORTANT PRINCIPLES OF RECRUITMENT & RETENTION – Evaluating Fit

1. If a physician isn't happy practicing in our community, everyone -- staff, patients, and the physician -- will lose in the end. It is much better to realize that an incompatibility exists before we recruit a physician than afterward.
2. If we only can recruit a physician solely on the basis of a compensation and benefits package, we don't want that person. We want a physician who understands as much about family practice, the patients, and our community as is humanly possible so they walk in with their eyes open. As recruiters, we must consider ourselves ambassadors for our community's health.
3. If a physician doesn't understand what it will be like to practice in our community, or doesn't find that the experience matches what was anticipated, the physician will leave. Recruit with eyes open, and be absolutely certain we can deliver on everything.

SELECTION ACTION STEPS

1. INITIAL CONTACT:

- a. We should contact the physician by phone, this should be an appointed person to do this.
- b. He or she should discuss the physician support, the town, population, and approximate income opportunity.
- c. Try to get an idea why the candidate is interested in coming to Powell River. What motivates them?
- d. Review the candidate's CV and make sure they are qualified.
- e. If there is a great fit, check their references, and then arrange a visit.
- f. If we are unsure of the fit, check their references; if those check out positively, make a phone contact after being briefed by the contact person about areas of uncertainty ahead of time. If it is determined that the candidate could be suitable, the candidate should be invited for an interview.

NOTES about EVALUATING FIT:

- Remember that a move has to work for the whole family.
- Insist that a candidate's spouse accompanies a potential recruit when interviewing, and set up a parallel agenda for the spouse when interviewing.
- The most important consideration for a potential recruit may be their spouse's career. If you want to hire someone, you must be prepared to help their spouse find a job in their profession.
- Be prepared to help your recruit secure a home loan. Schedule a visit with a loan officer. Help identify neighborhoods where they would be comfortable; a tour with a real estate agent works well.
- Show the recruit and their spouse around town. Help identify schools. Help identify churches.
- If your recruit is single, help them determine if they will find a social scene that will be rewarding for them.

Determining factors in a physician reaching a relocation decision (in order of importance):

1. Acceptability of location to spouse
2. Availability of adequate hospital facilities
3. Quality of educational system for children
4. Lifestyle found in the area
5. Availability of other physicians
6. Climate or geographic features of the area
7. Access to continuing education
8. Family and/or friendship ties to the area
9. Cultural advantages
10. Regular work hours
11. Availability of recreational and sports facilities
12. Income potential
13. Opportunities for social life
14. Prospect of being influential in the community
15. Population of the community

Source: Physician Sourcing and Search, Atlanta, GA