



# How to Expertly Execute Physician Site Visits

A Physician Recruitment Guide: Part 2

"Having worked on both sides of the table in physician recruiting—for hospitals and recruitment firms—I've learned how some hospitals consistently outperform all others when it comes to recruiting physicians."

- Tony Stajduhar,  
President



Physicians and their families have **unique needs** when considering a career move or new practice setting.

A **personalized and refined** physician site visit **is essential**.

**Do everything in your power to target the type of physicians** who would appreciate your unique characteristics.

Present your **community and facility favorably.**

**Control the** sensory-emotional **experience you deliver**, from the very **first contact** to the **final follow-up**, and every touch in between.

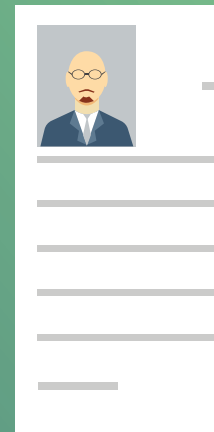
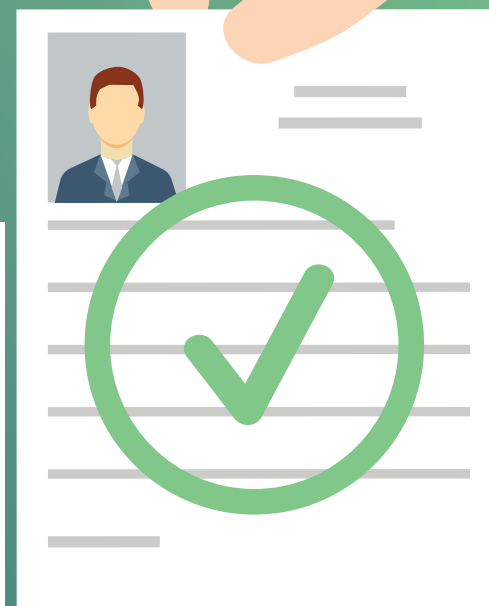
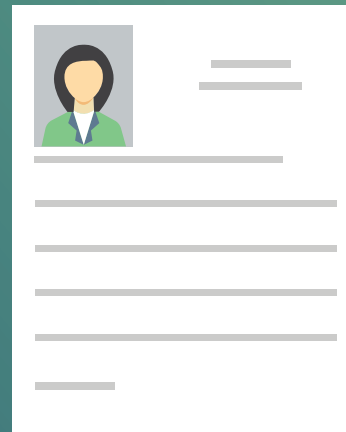
**Recruiters who successfully coordinate and manage the physician site visit will position their organizations to:**

**Rise above the competition**

**Earn the trust of the physician and spouse**

**Become their number one choice**

The organization will have a **healthier interview-to-hire ratio, faster time-to-fill, higher acceptance rate and lower recruitment expenses.**



# Overcome the "Practice Utopia" Expectation

Most physicians understand there is no perfect job in the perfect place. Their mindset is both:



**OPTIMISTIC**  
Hoping to Fulfill their  
Needs and Wants



**CAUTIOUS**  
Looking Out for  
Risks or Challenges

**Bad News: You Can't Control Your Location**

**Good News: You Can Control Your Interview Experience**

Once a physician identifies your location, they focus on fit.



# Set Expectations Before the Site Visit

Do: Listen for both work and family needs.

Do: Uncover and address issues in advance.



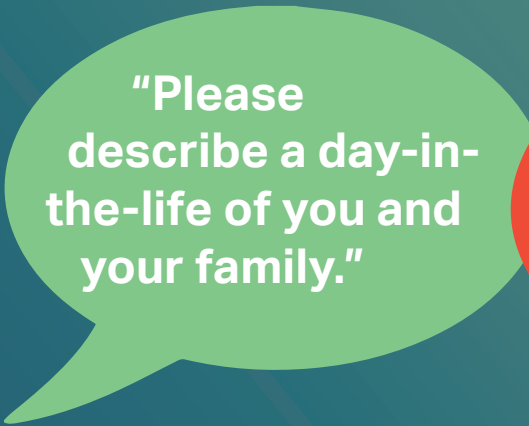
## DON'T

Do not bring a physician in for an interview if deal-killers exist.

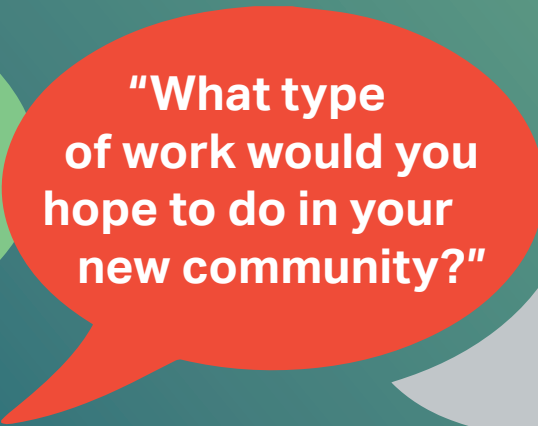


# Speak with the Spouse

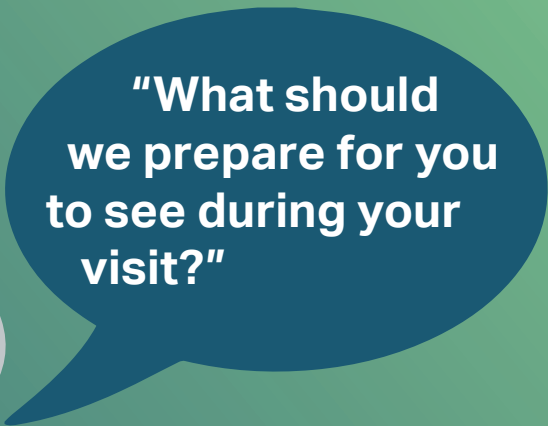
- Gain insight into how involved they will be in the decision.
- Understand their expectations.
- Explore the family's needs with open ended questions.
- Foster connections.
- Avoid unimportant time wasters.



"Please describe a day-in-the-life of you and your family."



"What type of work would you hope to do in your new community?"



"What should we prepare for you to see during your visit?"



## The Site Visit is the...

Key time to **determine cultural, operational** and philosophical fit.

"Secret sauce" that **differentiates hospitals and facilities who recruit successfully** from the rest.

Opportunity to **create a feeling of familiarity** that permeates the entire interview process.

## TRANSPORTATION

Make it Worry-Free



## HOTEL

**HOSPITALITY**  
Create a Memorable Welcome



## DINING/SOCIAL

Tailor the Team



## FOLLOW UP

Reinforce the Fit



## SEND OFF

Leave No Question Unanswered



## COMMUNITY TOUR

Showcase Lifestyle



## CEO INTERVIEW

Sell the Vision

## PROFESSIONAL TOURS

Prepare Everyone



# 11

## Physician Recruitment Guide

A Guide for the Hospital CEO to the Physician Recruiter

**JACKSON**  
Physician Search



## Transportation

### Always Make it Worry-Free

#### Never Let them Feel Uncertain About What's Next

- ✓ Track their movement from the time they leave home.
- ✓ Adapt to obstacles and delays in real-time.
- ✓ Pick them up to begin building the face-to-face connection.
- ✓ Choose the most attractive routes and avoid rush hour.

## Hospitality

### Create a Memorable Welcome

**Handpick the best rooms in the best hotels in the best locations.**

- ✓ Have a welcome basket waiting for them.
- ✓ Include a mix of items that satisfy their immediate needs and an age-appropriate gift for their children.



## Dining/Social

### Tailor the Team

Dinners and lunches are key to **build the relationships, foster a sense of connection and familiarity.**

#### Do

- ✓ Align family situation, lifestyle and interests.
- ✓ Invite engaged colleagues who will "show up."
- ✓ Prepare everyone to ensure a consistent message.

#### Do Not

- ✓ Invite more than four couples.
- ✓ Discuss topics like politics, religion and money.
- ✓ Pressure them into a decision or commitment.



**Key people:  
Hospital  
Executives**

**Medical  
Staff  
Members**

**Clinical  
Ancillary  
Teams**

## Professional Tours

### Prepare Everyone at the Hospital

**An ideal hospital tour should last about an hour.**

- ✓ Make everyone aware of the visit.
- ✓ Select your best advocates and influencers.
- ✓ Keep meetings short and sincere—30 to 60 minutes.



# Professional Tours

## Prepare Everyone at the Medical Office

**Maximize time with people they will work with every day.**

- ✓ Show how they would work and how productive they would be.
- ✓ Team them with a similar physician practicing successfully.
- ✓ Talk about how you will help them:
  - Set up their office
  - Recruit support staff
  - Market their practice
  - Grow patient volume
  - Connect with other physicians





# CEO Interview

## Sell the Vision

### Explore their Motivations and Priorities

- ✓ Show how your Culture reflects their Values
- ✓ Clarify expectations - both ways
- ✓ Highlight their important impact on the community
- ✓ Listen more, talk less



# Community Tour Showcase Lifestyle

## Guiding the Spouse and Family Visit

- ✓ Arrange plenty of meals and guided exploring.
- ✓ Describe in-town entertainment and nearby get-away destinations.
- ✓ Share tips about cultural activities, sports and shopping.
- ✓ Schedule school tours or an introduction to homeschool parents.



# Community Tour

## Showcase Lifestyle

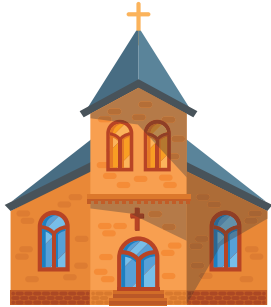
**Handpick and prepare the Realtor or other community tour point person:**

- ✓ Showcase your community's best features
- ✓ Introduce others with similar professional, civic and personal interests
- ✓ Help them resolve any concerns about relocating
- ✓ Sell the community, NOT a house (just yet)

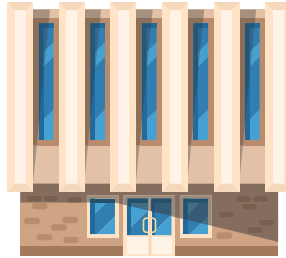


# Community Tour

## Showcase Lifestyle



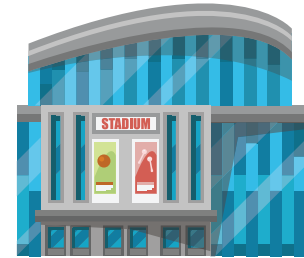
**PLACES OF  
WORSHIP**



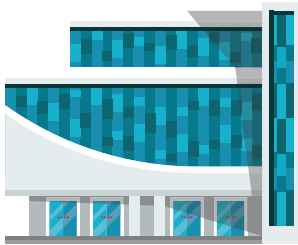
**SCHOOLS &  
CHILDCARE**



**GROCERY &  
MARKETS**



**SPORTS &  
FITNESS**



**RETAIL  
SHOPPING**



**PARKS &  
RECREATION**



**RESTAURANTS &  
CAFES**



**THEATER &  
THE ARTS**

# Send Off

## Leave No Question Unanswered

**You will not get a second chance to make a first impression.**

Are the practice model, anticipated hours and compensation package clear?

- ✓ Did you establish several strong personal and professional connections?
- ✓ Did you show them how to cultivate a lifestyle within the community?
- ✓ Have you established a firm, mutual timeline for next steps toward an offer or acceptance?



## Follow Up

### Reinforce the Fit

**Continue to keep the physician and spouse feeling special and connected.**

- ✓ Send the hospital newsletter.
- ✓ Connect key physicians to them on social media.
- ✓ Send a small, memorable gift with a personal note.





## The Take-Away

Most organizations **don't go far enough** in planning and executing the physician and family experience before, during and after the site visit.

It doesn't matter if you think you're going far enough to make them **feel welcome and connected**.

It only matters if **the physician believes** you've gone far enough.

The **distinguishing factor** will be the **trust you earn** and the **fit they feel**.

**Connection**

**Comfort**

**Confidence**





**If you would like to discuss your recruitment and site visit strategy, we are here to assist with your unique challenges.**

**Tim Sheley**

*Executive Vice President*

sheley@jacksonphysiciansearch.com | 770.643.5554

jacksonphysiciansearch.com

