



SEEK AND FIND

How to Find Better EM Candidates, Faster



There are two ways to fill an open physician position in your ED: With any candidate—or the right candidate. Sure, it takes time to find an outstanding physician who fits in with your ED team, embraces its culture and priorities, and who will remain committed to your patients, hospital, and community for years.

But you can make the effort significantly easier by trading the traditional wide-net approach ([read: post the opportunity and wait](#)) for a targeted, active pursuit. Here's where to train your aim:

Current ED Physicians

Assuming you're doing all you can to keep your current EM physicians happy, the combo of their connections and word-of-mouth is more valuable in attracting new physicians than any ad could ever be.

New Clinical and Non-Clinical Team Members

Never overlook the insights of non-physicians in your ED. Recent hires or those who pull additional shifts at other facilities in the area undoubtedly will have favorite physicians they've worked with—and a line on how those docs feel about their current place of practice.

Tip: Even when you don't have an open position, make it a common practice to probe new hires about their favorite former colleagues. Good people tend to gravitate to good people, so their recommendations should carry extra weight—and prove valuable as you expand your network.

Prominent or Well-connected People in the Community

Every community has its movers and shakers—those people who seem to know everyone. Whether that community is the specialty of emergency medicine, a state medical organization, or simply your local geographic area, tap those in-the-know folks for recommendations about candidates or connections to others who might know of potential candidates.

SEEK AND FIND

How to Find Better EM Candidates, Faster

Professional Organizations

Fact: The most effective recruiting doesn't happen behind a computer terminal. Make sure your recruiters are an active part of local, state, and/or professional organizations. Encourage them to get involved, take a leadership role, and show up to network at events.

Local Recruiting: In and around your region, what are the other big employers of the specialty you're seeking? Search professional/social networks like LinkedIn or the organizations' websites for potential candidates. Ideally, you'll be able to reach and learn more about the people you find through a referral from your networking or professional organization contacts, but if no connection exists, contact the people directly.

Tip: The best recruiting plan is a continuous one. Keep your network on perpetual growth mode by keeping your hospital in front of potential candidates:

- Market its strengths and program accomplishments—not just awards—in national trade and specialty journals and online venues
- Attend emergency medicine conferences and resident career fairs
- Sponsor lectures at residency programs

The tools and techniques detailed in this checklist are based on the proven methods of Schumacher Clinical Partners, which has provided people-first emergency medicine staffing and management services to healthcare facilities around the nation since 1972.

