

# Top Tips For Recruitment: *Best Practices and Advice for Efficient Hiring*

The days of circling “want ads” in the newspaper are long gone. Today, job seekers are web savvy and on-the-go. It’s critical that your job postings are spread across many websites and appear near the top of search results. You know better than anyone that healthcare professionals are busy, and potentially glued to their iPhone, Blackberry, Droid, etc. So consider your audience. Does your job appear on their smartphone? Expose open opportunities to more audiences through multiple outlets. Jobs posted through the AANEM CareerCenter are published across hundreds of employment sites: TopUSAJobs.com, bizjournals.com™, Indeed.com, plus many more - at no additional cost. This provides you with local, regional, general, and field-specific exposure to qualified candidates.

According to WEDDLE’s 2009 Survey of Recruiters & Job Seekers:

- More than 40% of recruiters would prefer to use niche job boards (such as AANEM CareerCenter).
- 30% of candidates obtained their last position on an online job board.
- 50% plan to utilize an online career center to find their next job.

## **Time and resources**

In today’s competitive healthcare market, it can easily take up to a year or more to recruit a physician. If you have an opening for a physician assistant or allied healthcare

professional, a month or two is typically sufficient online advertising time. Nursing positions can vary between a few months to a year. As can be expected, there are many variables that impact the time it takes to fill a position, including the location and size of your practice, workload, hours, benefits, and the supply of candidates.

Most online posting services provide details about how many candidates have viewed and clicked on your job opening. Choose a service that provides personal consultation to help you interpret this information effectively. For example, if your position is receiving a large number of views, but no responses, your consultant should offer advice and assistance to reach qualified candidates.

## **Entice and inform**

Remember that as job seekers look for a new position, they may consider several prerequisites. Location, community, schools, and cost of living are all taken into consideration. Your job posting should market your company culture and the surrounding community. Think beyond the requirements and qualifications of the position to what makes your opportunity attractive to potential job seekers. Do not assume candidates will be informed about your location (even if you are in a major city)! Including this section provides candidates with the full scope of your great opportunity. The demand for doctors also allows them to be even more selective when choosing a position.

## Geography is Important

Geography is typically the number one reason for choosing a job, according to a 2008 study commissioned by the *New England Journal of Medicine*. In addition, more than one-third of physicians said it is very important to work within a 100-mile radius of their state of licensure. So, don't forget to include specifics about cultural, recreational, and educational offerings.

Many healthcare positions are still categorized by shortages of qualified candidates, making it even more crucial to utilize multiple outlets to find the right applicants. Posting your opportunity online is essential, but if you're hiring for a physician or a technologist, you need to consider doing much more. Attending the AANEM Annual Meeting can be an important part of your recruitment strategy and a prime opportunity to meet with candidates face-to-face.

For example, through AANEM CareerCenter, you can post your job in advance of the meeting, indicate you are planning to be on-site during the event, and provide your local contact information. Both candidates and employ-

ers can search for attendees, connect, and set up on-site meetings to maximize their time at the conference. Take advantage of this networking opportunity - a complimentary service offered through the AANEM CareerCenter, for job seekers with active profiles and any employer with job postings.

## Catch those who may not be looking

To fill a position within your practice, you may need to convince qualified, employed professionals to make a change. By ensuring your opportunity is posted on multiple sites through the AANEM CareerCenter, you are likely to catch passive candidates, who are not actively looking for a new job, but see posting while visiting our association site for industry information and resources. If you are hiring for a PA, nurse practitioner or other allied or nursing position, those opportunities can be listed on the appropriate association site as well.

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