



Issue 1

## 2010 Pediatric Subspecialty Recruitment Strategies

With the unprecedented growth of Children's Hospitals and the subsequent demand for pediatric subspecialty medical services, the 2009–2010 subspecialty pediatrics recruitment season has proven to be a very competitive field for physicians. Not only do the best and brightest candidates have multiple offers, but due to the shortage of pediatric subspecialty providers today, nearly all candidates receive multiple offers. If you are recruiting physicians for the summer of 2010, now is the time to implement your best practices.

According to a recent study by The New England Journal of Medicine (NEJM) and the Association of American Medical Colleges (AAMC) Center of Workforce Studies, the most important factors influencing young physicians as they choose their first positions are **location and lifestyle**. Knowing this, how is your recruitment strategy affected?

### Location

If you are recruiting physicians who are finishing training, think local. Almost 65% of graduating residents and fellows choose a position less than 50 miles from their training programs. Contact your nearby pediatric subspecialty fellowship programs to let them know you are recruiting and to inquire about potential candidates.

And, even though this is a prime time to work with 2010 fellows, do not forget there are many practicing physicians who will consider a job change. Most physicians take their first job based on location, but later in life other factors may be more important. This could make your opportunity the perfect fit!

Be prepared – identifying quality candidates who meet your criteria can be a time-consuming task. If you need assistance with your recruitment project, consider partnering with a professional physician search firm. A reputable firm has the skills and resources and will dedicate the time to attract physicians to your opening, including those who may not have otherwise considered your community or practice environment.

### Lifestyle

Work schedule is the second most important factor that young physicians listed in the study. Since most young physicians receive multiple offers and report that compensation is usually comparable among offers, what drives their decision is the perceived quality of life. Take the time to review your opportunity with an eye toward these issues – is the call schedule reasonable, will you provide compensation for extra call, or can you offer a four-day work week? Not only will these steps likely improve your ability to attract quality candidates, but you may also see improved retention rates.

### Show an Interest and Do It Quickly!

In order to make your opportunity stand out, immediately respond when you receive an inquiry from a candidate. Try to respond to the inquiry within 24 to 48 hours or you may lose their interest. Arrange for the first telephone interview no later than one week following initial contact. To underscore your interest in them as well as to keep your opportunity at the top of their list, try to also set the on-site interview for a time period within 3-4 weeks after the initial contact.

### Be Prepared to Make an Offer

After a successful interview site visit, be ready to make your best offer. The most successful recruiting entities make this offer within 48 hours after the site visit. And, don't low-ball the offer, as you may lose

your candidate's interest or give someone else time to make a more competitive offer. Remember to have your contract ready in advance, so you will be able to make a firm offer almost immediately.

**Most Important – Don't Leave Your Pediatric Subspecialty Recruitment Success to Chance!**  
In these competitive times, success with this niche area of physician recruitment cannot be left to chance. Instead, it requires a best practices approach with a great deal of forethought, planning, and careful implementation.

*Since 1983, Sherriff & Associates has developed strong expertise in providing recruitment solutions to the pediatric subspecialty healthcare environment. To learn more about how we can assist you with your unique pediatric related recruitment project, please contact us.*

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## **Top 10 Tips for Evaluating Candidate CVs & Resumés**

When advertising for an open medical provider position, you may receive many CVs or resumés. How do you choose the most favorable candidates? Here are 10 tips to help you evaluate candidates on paper:

1. Is the CV/resumé professional, with clearly defined sections, correct spelling and word usage? If not, this may be a sign of disorganization, lack of attention to detail or poor communication skills.
2. Does the candidate provide clear contact information including mailing address, cell and home phone numbers, and a personal e-mail address? It is crucial this information is available so you can communicate with the candidate.
3. Carefully review the education, training, and experience to determine if the candidate meets the requirements of the job description. Set aside those that do not meet the criteria.
4. Create a checklist of additional core competencies and attributes you are seeking. Check all CVs/resumés against this list and set aside those that do not meet the criteria.
5. Does the candidate have ties to your area? This may be a candidate you want to pursue first. But don't exclude others who are interested in the opportunity for different reasons. Speak with each candidate who interests you and find out why they're seeking a change.
6. Closely examine the beginning and ending dates of all education, training, and experience to uncover any gaps in work history or evidence of short tenure in multiple positions. If you find gaps and are still interested in the candidate, ask for an explanation.
7. Check the public domain to learn more about the candidate. Search the web using Google or Yahoo. You can also search these networking sites: Facebook, LinkedIn, YouTube, MySpace or Twitter. But, be cautious – if you find the candidate's name, do a little more research to make sure it is the same person.
8. Review the CV/resumé for evidence of achievement in their specific field including awards, research grants, publications, and other accomplishments.
9. Assess the candidate's state licenses for current status. If in question, contact the state licensing board directly. To verify license information, visit <http://www.docboard.org/docfinder.html>.
10. Consider the candidate's volunteer work and personal interests to help determine how well he/she will fit into your practice environment and community.

In the next issue of *Passion 4 Pediatrics*, look for the Top 10 Tips for Maximizing Telephone Interviews.

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## Compensation Corner: Starting Salaries for Pediatric Specialties

Ped Hospitalist: \$180,700

Ped Surgery: \$473,200

Neonatology: \$314,400

Ped Emergency Medicine: \$240,400

Child Neurology: \$245,800

*(Watch for more in future issues.)*

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***In the next issue of Passion 4 Pediatrics, we'll discuss which Pediatric specialties are in highest demand and the Top 10 Tips for Maximizing Telephone Interviews.***

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