



A Marketing Approach to Physician Recruitment (Haworth Marketing Resources)

William Winston, Don C Dodson, James O Hacker Jr

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A Marketing Approach to Physician Recruitment is a how-to manual designed to assist hospitals in the physician recruitment process, or to enhance already existing recruitment programs. Given the ever-changing status on health care reform, hospital administrators and physicians are faced with the challenge of meeting the growing needs of patients, as well as their own internal priorities. In order to survive, the medical profession as a whole must make the commitment to identify the needs of the community it serves, while integrating the activities and roles of departments, boards and staff. In the past, physician recruitment has tended to itself. As part of a competitive system, neither the individual provider nor the medical group can afford to ignore its physician profile. This book is aware of the needs of today's hospitals and presents a program to facilitate the process of recruiting physicians. The authors provide the reader with a step-by-step physician recruiting process. They include additional materials to support the recruiting process. The book is comprised of four sections. The process section provides organization for the recruitment program by assisting readers with creating a written plan. The resources section facilitates that plan's effectiveness by providing information for developing pro forms, community support, letters, tracking forms, incentive packages, and legal documents. The reference section lists organizations, contact names, addresses, and phone numbers needed for recruiting. A Marketing Approach to Physician Recruitment is the only book of its kind. Hospitals can use it to develop a practical and proven process for recruiting physicians. It is an effective tool for meeting the needs of patients and physicians alike.

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