

# Recruitment program

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Sample generic healthcare provider recruitment plan It is imperative to have an all-encompassing recruitment policy for your organization. Sample recruitment policy: To develop a long-range recruitment plan; organize a recruiting schedule based upon the historical supply and demand for each major healthcare discipline; and implement the plan within the organization. A goal should be developed for each discipline (dentist, ancillary, hygienist, assistant). Sample goal: To recruit (number) dentists this year based on resignations, terminations, attrition or growth.

Strategies, structure, and ongoing activities are important to the process. Sample strategies: To concentrate our efforts on health care professionals who are completing training programs, government obligations or military service. To anticipate the competition by contacting prospects early. To have a continuous, year-round schedule. Sample structure: The official recruiting cycle for program) will commence (Name of teaching institution/ (Month and date) of each calendar year. All recruiting efforts within the institution will be coordinated through the human resources/personnel department/coordinator or his or her designed.

The organization's recruitment committee will review the recruiting objectives no later than February 1 of each year. Sample of ongoing activities: Complete follow-up action with healthcare professionals who have interviewed. Schedule site visits for healthcare professionals from previous recruiting efforts. Obtain legal contracts for healthcare professionals who will commence practice. Recruitment committee will meet at least quarterly to review plan of action and develop strategies for implementation. Attend as many in-state health professional recruitment fairs as possible.

Sample annual recruitment plan Quarterly Activities JANUARY - MARCH

Survey active medical staff to determine: Provider needs/practices needing assistance Need for new practices in the community. Mail second recruitment letters to practicing dentists (first letter sent in October).

Compile statistics from January medical staff survey. Prepare for initial provider/practice assessments. Complete follow-up action on providers who have completed site visits in December and January. Establish funding limits for calendar year from financed department. Prepare opportunity descriptions.

Update printed recruitment materials. Identify residency programs and contact program directors/advisors. Identify recruitment conferences and exhibit possibilities. Meet with the provider recruitment committee to explain this year's campaign and their involvement (for example, interviews). Fine-tune the campaign with their input. Conduct initial provider/practice assessments to clarify provider recruitment needs in response to January medical staff survey. Mail second recruitment letter to next year's graduating students/professionals (first letter mailed in October). APRIL - JUNE

Begin preparation for dental school marketing seminar (seminar about how to market practices and what to expect in recruiting). Meet with administrator to establish recruitment priorities. Send third recruitment letter to next year's graduating dental students. Semi-annual dental/provider manpower recruitment committee meeting. Assist newly recruited providers by facilitating their arrival and transition. JULY - SEPTEMBER Register a search with the DANNA and other placement services. Contact dentists in government service (National Health/Lillian Health Service Corps).

Write other healthcare administrators in the region regarding a search for a healthcare provider for the community. Contact state licenser board for names of provider licensees and send letters to. Inform pharmaceutical and medical supply vendors of provider searches. Contact military installations in region for names of providers leaving service and ask about opportunities to communicate with them. Contact medical specialty associations to obtain information on meetings, publications and placement services. Identify provider recruitment opportunity fairs for the coming year.

Dental school opportunity fair. Request dental school alumni affairs office to publicize opportunities. Post employment opportunities/vacancies with state health department, dental training programs and state primary-care associations. Obtain available provider computer lists for mailing to next year's graduating students. Visit dental training programs. Contact military dentists younger than 45 years. Send fourth recruiting letter to graduating students (in final year). Conduct consumer research to further identify need for dental providers.

Write and place national urinal ads for November and December to target practicing dentists. OCTOBER - DECEMBER Continue dental provider training program visits. Meet with administrator to establish recruiting priorities for the coming calendar year and prepare for next month's provider recruitment committee meeting. Send letter of introduction to next year's graduating dental students (second letter to be sent in March). Contact academic dentists younger than 45 years. Mail letter to practicing dentists (second letter to be sent in January). Semi-annual provider recruitment committee meeting.

Prepare medical staff survey to identify provider manpower needs and issues. Attachment 1 Graphic Summary of the Recruitment Process 1 . Preparation for recruitment 2. Prospects 3. Suspects 4. Applicants 5. Candidates 6. Finalists 7. Hired Develop health professional plan Identify new candidate Provide description of opportunity (sees) Provider sends C. V. In-depth phone interview Complete interviewing process Regular communication before start date Prepare practice assessment Targeted direct mail Determine interest/needs of providers C. V. screened according to criteria Prepare for site visit

Finalize contract negotiations Professional orientation Determine role of current professional staff Display at professional assemblies Follow-up with requested information Candidate tracking & referral system Provide examination copy of contract Hospital privileges Determine salary and benefits Advertise Personal follow-up with candidate Develop in-house recruitment system Marketing introduction to professional sites Candidate tracking and referral system Develop promotional materials Direct contacts (cold calls) Reference & credential check Draft specimen contract Determine selection criteria