

# 2006 Physician Recruiting Resources Survey

Conducted by:

**StaffMD, Inc.**  
P.O. Box 3227  
Homosassa Springs, FL 34447-3227  
800.757.7301

---

**Survey Conducted:** July 17 through July 26, 2006  
**Survey Went Out To:** 2,949 Verified Physician Recruiters Nationwide  
**Number of Respondents:** 388 (13.16%)

---

This is the fourth annual survey of this nature conducted by StaffMD. The physician recruiters who participated in this survey work for health systems, HMO's, hospitals, medical practices, management companies & recruiting/staffing firms.

The purpose of this survey is to find out which physician recruiting resources are currently being used by physician recruiters nationwide, and more importantly to identify which resources are consistently effective physician recruiting tools.

To be as accurate as possible, the "effectiveness" percentages reported in all survey answers on this report are from actual users of each resource (for example, if 100 people reported using resource xyz and 42 of them reported it was a consistently effective physician recruiting tool, resource xyz would get a 42% effectiveness rating). In this manner, this report is valuable because it reports "front line" information about these resources from the physician recruiters who currently use each of them, and each resource is rated individually by it's own users.

---

**The recruiting resources in this survey were rated by physician recruiters in terms of "physician recruiting" only. Many of these resources include recruiting for other professions such as nursing and allied health that were not rated.**

## SECTION ONE – INTERNET JOB BOARDS – Effectiveness Rating

Physician recruiters were asked to list all websites that they are currently using for physician recruitment. Then, they were asked if each site is a consistently effective tool for recruiting physicians. This allowed us to calculate an “effectiveness rating”. The percentages listed below are the **percentage of recruiters who currently use each website** who reported it to be consistently effective physician recruiting tool.

NOTE: We conducted a survey last year of internet job boards which allows us to give you a comparison to last year’s data. Websites with a green “up” arrow were rated higher this year. Websites with a red “down” arrow were rated lower this year. Websites with a black “even” arrow had no change or were not included in last year’s survey.

Website	URL	2006 Rating	Change	2005
PhysicianWork.com	www.physicianwork.com	72.24%	↑	68.88%
Practicelink	www.practicelink.com	71.83%	↑	55.13%
MD Jobsite	www.mdjobsite.com	66.67%	↑	56.41%
Radworking	www.radworking.com	57.78%	↑	49.06%
Locumtenens.com/MD Search	www.locumtenens.com	55.43%	↑	43.52%
Health E Careers	www.healthcareers.com	55.00%	↑	41.53%
NAPR World Job Bank	www.napr.org	51.28%	↓	52.99%
GasWork	www.gaswork.com	50.00%	↓	58.82%
ED Physician	www.edphysician.com	42.50%	↓	43.18%
American College of Cardiology	www.acc.org	39.47%	↓	45.24%
NEJM Online Career Center	www.nejmjobs.org	38.18%	↓	51.61%
Monster.com	www.monster.com	36.36%	↑	16.67%
Absolutely Healthcare	www.absolutelyhealthcare.com	33.33%	↑	32.26%
All Health Jobs	www.allhealthjobs.com	28.57%	⇒	28.57%
PhysicianNet	www.physiciannet.com	28.57%	↑	22.73%
Hospital Jobs Online	www.hospitaljobsonline.com	28.00%	↓	40.91%
Physemp.com	www.physemp.com	27.66%	↓	41.27%
NTN Jobs	www.ntnjobs.com	26.92%	↓	48.39%
Doc Café	www.doccafe.com	21.43%	↑	16.00%
Career Builder	www.careerbuilder.com	20.00%	↑	16.22%
Medical Workers	www.medicalworkers.com	20.00%	⇒	NO DATA
Hot Jobs	www.hotjobs.com	14.29%	↓	27.78%
MedCareers	www.medcareers.com	13.04%	↑	11.76%
Aunt Minnie	www.auntminnie.com	0.00%	↓	30.43%
Health Care Recruitment Online	www.healthcarerecruitment.com	0.00%	⇒	NO DATA
Med Health Jobs	www.medhealthjobs.com	0.00%	⇒	NO DATA

The following websites that were included in this year’s survey did not have enough recruiters nationwide who reported using each website to give a fair and accurate data sample. They are excluded from this final report (in parenthesis is the number of recruiters in this survey who used each site): Career Web (3), E Med Home (0), Medical Jobs (4).

## SECTION TWO – PRINT PUBLICATIONS – Effectiveness Rating

Physician recruiters were asked to list all print publications that they are currently using. Then, they were asked if each publication is a consistently effective tool for recruiting physicians. This allowed us to calculate an “effectiveness rating”. The percentages listed below are the **percentage of recruiters who currently advertise in each publication** who reported it to be consistently effective physician recruiting tool.

Publication	2006 Rating
Medical Economics	71.43%
Locum Life	59.62%
Resident & Staff Physician	57.14%
NEJM (New England Journal)	56.48%
Physician Recruiter	44.90%
JAMA (American Medical Association)	44.59%
MD Career Path (NEJM)	44.12%
Unique Opportunities	44.00%
American Medical News	42.86%
Connexion (MGMA)	42.86%
Mayo Clinic Proceedings	36.36%
Modern Healthcare	28.57%
Physician's Practice	22.22%

The following publications that were included in this year's survey did not have enough recruiters nationwide who reported using each publication to give a fair and accurate data sample. They are excluded from this final report (in parenthesis is the number of recruiters in this survey who advertised in each publication): AMGA Group Practice Journal (3), M.D. News (3).

**NOTE:** There are hundreds of publications for individual physician specialties and associations that were not included in this survey. The purpose of this particular survey was to have recruiters rate national resources that allow advertising for multiple physician specialties.

### SECTION THREE – LIST SERVICES/MAILING SERVICES – Effectiveness Rating

Physician recruiters were asked to list all List Services/Mailing Services that they are currently using for physician recruitment. Then, they were asked if each one is a consistently effective tool for recruiting physicians. This allowed us to calculate an “effectiveness rating”. The percentages listed below are the **percentage of recruiters who currently use each resource** who reported it to be consistently effective physician recruiting tool.

Company	2006 Rating
Practice Match	78.08%
Profiles Database	71.88%
NAPR	67.27%
SK&A	63.64%
MMS (Medical Marketing Service)	62.92%
Healthcare Research Institute	62.50%
PCS Mailing List Company	50.00%
Billians Health Data Group	46.15%

### SECTION FOUR – PHYSICIAN RECRUITMENT RESOURCE COMPARISON

**Survey Question:** When comparing results of using internet job boards, print publications or list services/ mailing services, which one is more effective for your company?

Answer	Percentage
Internet Job Boards More Effective	60.05%
All Three Achieve Similar Response Rate	13.14%
Don't Know	12.11%
List Services/Mailing Services More Effective	9.79%
Journal Advertising More Effective	4.90%