

# TOP TIPS FOR YOUR NEXT CAREER MOVE

## Remember these five areas to land the right physician job (the first time)

Unlike many industries, there are often more open healthcare positions than candidates. In this type of market, it is important to be fully informed and leverage all available resources to find your true dream job.

### **1. Think Niche: Online resources offer the tools you need and can be complemented by print outlets.**

Why go online in the first place? As a physician specialist in high demand, you will likely be contacted with multiple opportunities well before you graduate. Rather than limiting yourself to these options, it is crucial to be educated about all options – not just those that come to you or that your friends and peers mention.

General job boards have a lot of broad resources and positions, but niche career centers are mainly focused on specific industries.

Take advantage of healthcare-specific, online services that are regularly updated. Print publications can also be focused, but may not list all open physician opportunities and should be paired with online offerings.

#### ***Before you search***

- Identify your objectives: What is your expected salary? How many hours would you like to work and how far do you want to drive from home every day?
- Define your goals: Are you looking to advance? Does this job meet your long-term career plans?
- Update your CV and cover letter: Include all relevant experience and certifications

#### ***When you find a job you like and secure an interview, remember to:***

- Do your homework – research your potential employer beforehand
- Wear a suit or other formal attire
- Arrive early
- Present a firm handshake
- Maintain eye contact
- Bring extra copies of your CV

#### ***Add extra effort:***

- Prepare a two-minute speech about yourself and stay on message
- Do not discuss politics or religion during the interview



- Have a list of questions you would like answered
- Write down names of those you interact with and write them a thank-you letter
- Show courtesy and respect to everyone you encounter
- Step outside your comfort zone and maintain a friendly demeanor beforehand

### **2. Streamline your job search.**

Whenever possible, utilize sources that allow you to centralize the steps it takes to find your next position. Make sure you are able to store your resume on each Web site, apply to jobs, track the status of applications, create an online profile, receive emails or other notifications about open opportunities, and access additional industry resources.

Some job boards are better than others, especially if they offer a network of industry partnerships and affiliated sites connected to your job search. Look for those that offer you multiple, niche resources in one place.

If you do visit general job sites, browse for a link or targeted

# TOP TIPS FOR YOUR NEXT CAREER MOVE (continued)

area listing your specialty. And remember these tips for search-engine etiquette:

• **Rule #1:** *The characteristics you use to describe your dream job are called keywords. They are normally entered in all lower-case letters because capitalization makes them case-sensitive. In other words, if you capitalize a keyword, the search engine will identify only those jobs where that word is capitalized. If you use all lower-case letters, the computer will identify every job that contains the word, whether it is capitalized or not.*

• **Rule #2:** *Use quotation marks to indicate that the keyword you are searching is a phrase rather than a single word. For example, “cardiovascular surgery” and “Milwaukee”. Quotations will also ensure results are an exact match to your search terms.*

• **Rule #3:** *To link two specifics together, either one of which is acceptable in your dream job, use OR. For example, “Milwaukee” OR “Wisconsin”. Note that using capital letters with city or state names is acceptable as they are seldom expressed any other way.*

• **Rule #4:** *To link two elements together when they are part of a longer set of characteristics, use parentheses. For example, “internal medicine”, \$50,000, healthcare (“Milwaukee” OR “Wisconsin”).*

• **Rule #5:** *Include synonyms of your keywords to account for different terms used to express the same idea. Remember to also use “OR” between keywords.*

For additional tips and because all Web sites are unique, it is also a good idea to consult the “advanced search” link on the homepage of each search engine.

### 3. Do your homework.

One of the main reasons new hires do not succeed is not that they cannot do the job, but that they do not fit in. In other words, they take the right job with the wrong employer. Doing careful, thorough research helps you avoid the negative consequences of such a situation.

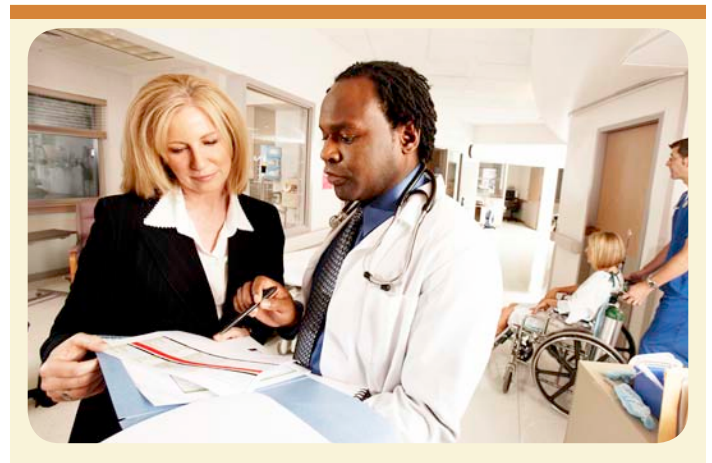
When you go to work for the wrong employer, your performance goes down, which can hurt your standing in your field. You waste time that could have been spent searching for your dream opportunity — the right job with the right employer. You also risk losing that dream to someone else.

Recruitment company Pinnacle Health Group cited the wrong job as a top reason physicians begin to look elsewhere, in addition to:

- A better salary somewhere else
- Practice concerns around issues such as income distribution or philosophy

- Geography
- Family conflicts
- A low quality of life
- Climate
- Politics
- Declining practice levels
- The malpractice environment

Also know which practice type fits your background and interests. For example, single-specialty groups can offer stability, ownership opportunities, and more occasions to use or maintain all your skills. However, hospital-based practices, free standing labs, and single-specialty groups (e.g., commercial laboratories, research, public health and hospitals) may offer weekends off, the security of a larger facility and additional, unique benefits.



Don't make the wrong move – inadequate research virtually guarantees an inadequate work experience. Some job boards and postings will help you avoid this mistake by also providing details about community amenities and an office's culture alongside other job specifics.

### 4. Do not get stuck.

Consider these areas to avoid common pitfalls of any job search:

- Limited time: Focus your job search online but minimize distractions such as email, browsing, chats and discussion forums, and a host of other forms of entertainment and communication. The key to successfully find your dream job is to maximize your time advancing your career.

## TOP TIPS FOR YOUR NEXT CAREER MOVE (continued)

- **More networking:** To find the job that fits, you need to develop additional contacts and relationships with others online. Participate in relevant discussion forums, join professional groups, connect with your professional association, and reach out elsewhere.



- To get the most out of your involvement, practice the Golden Rule of Networking: Give as good as you get. Share your knowledge and expertise with others in these online discussions, so that they will be inclined to share their knowledge of physician openings.

- **Make the right impression:** Email is often viewed as an informal communication medium where typos and slang are not only appropriate, but expected. However, make the time and effort to eliminate grammatical errors and misspellings and ensure your points are clearly and accurately expressed. Doing so tells the employer that you take pride in what you do, and that attribute makes you a stronger candidate.

- **Be prepared:** Make sure that you thoroughly investigate practices with openings. Visit relevant Web sites, search for information published by other sources, and check out the commentary and research available on such outlets as Vault.com and WetFeet.com. Then, use formal and informal educational resources to stay state-of-the-art in your field and up-to-the-minute within your industry.

During every interaction with a potential employer, use the information and insights you have acquired to improve your ability to articulate the contribution you will make. All of us get into a rut from time-to-time. We put ourselves on autopilot and fall back on habits. It is a benign way to relieve some of the workload and pressure in today's demanding healthcare environment. However, those ruts can be harmful when you are looking for a new job; they can lead to behavior that limits your potential successes. Be prepared to showcase your strengths and effectively present any opportunities for improvement.

### 5. Learn along the way.

Look for job boards with added value such as online forums or industry-specific content. These sites often have career tips and networking opportunities that can further your job search for a new physician position. Remember:

- If you visit large job boards, do so first. These include virtual libraries and large recruiting sites. Look for links to information in your chosen field or industry.

- Move on to more targeted tools and services, including online resource guides and niche sites dedicated to your discipline. You may want to find links to employers or collected information in your specialty that can give you leads or networking contacts. Repeat this search every few days.

- Use search engines to locate new and hidden resources specific to your occupation and field. If you have a company you are interested in, search by company, any variations or nicknames it is known by, and names of its major products.

- Finally, shut off the computer and spend some time with your family, friends and yourself. Take a day off and relax, do some reading, walk outside, and remind yourself that there is a world beyond your job search.

## TOP TIPS FOR YOUR NEXT CAREER MOVE (continued)

### And once you land that **dream job**:

- Reach out to a potential mentor – perhaps someone you identified during your interview
- Get to know the medical staff
- Be involved in day-to-day operations and connect with other departments
- Be personable – step outside of your comfort zone

### About **HEALTHeCAREERS** Network ([www.healthcareers.com](http://www.healthcareers.com))

**HEALTHeCAREERS** Network specializes in online recruitment, advertising and career solutions for the healthcare industry. Through its Network of Web sites, including MedHunters, more than 70 association career centers and other distribution partners, **HEALTHeCAREERS** makes it easy for employers to recruit and retain qualified candidates and for job seekers to find the right positions.

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