

TOP TIPS FOR RECRUITMENT

Best practices and advice for efficient hiring



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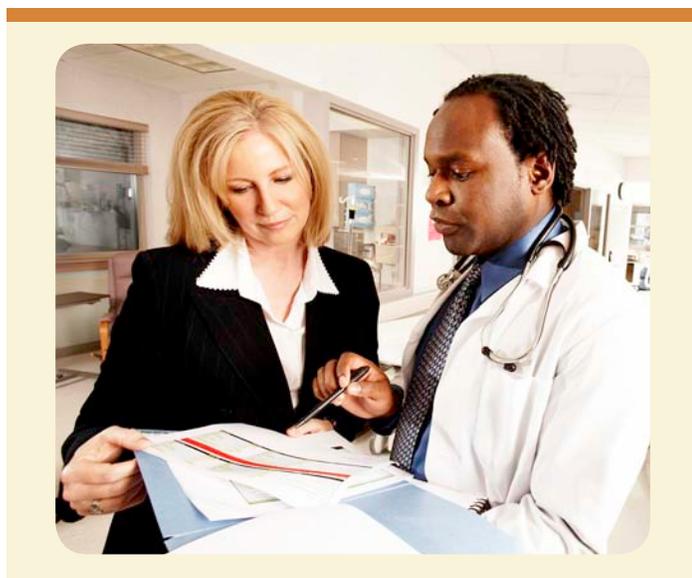
Choose a recruitment service that distributes your jobs across hundreds of employment sites and provides targeted search engine optimization.

Job seekers do not just go to one Web site when they are looking for jobs – they go to multiple sites and often only use search engines. When candidates look for healthcare jobs in your area, make sure your open opportunities are listed at the top of online results.

FPJobsOnline can help you get there through jobs that are posted with us and across hundreds of other employment sites. We do all that with one targeted contract. It is affordable; we report back to you with results about your position postings and advertisements; and we make sure it all complements your current hiring efforts.

Practices and other healthcare facilities need resources such as these to meet the right candidates the first time they look for them, leading to higher productivity and expanding the potential for faster return on investment.

Through FPJobsOnline, your jobs could be posted on TopUSAJobs.com, bizjournals.com™, Indeed.com and other outlets at no additional cost. This provides you with local, regional, general and field-specific exposure to qualified candidates.



Post your job for an appropriate amount of time.

In today's competitive healthcare market, it can easily take up to a year to find a physician, and often longer. If you are hiring for a Physician Assistant or allied healthcare professional, you do not need to post your job as long – a month or two is typically enough time on a successful online service. Nursing positions may take somewhere between a few months and a year to fill, depending upon the supply of nurses within your specific area. There are also many variables that impact the time it takes to fill a position, including the location and size of your practice, workload and hours, benefits, and the supply of candidates.

Most online posting services provide access to details about how many candidates are exposed to your job and actually view the details of your posting. Choose a service that provides personal consultation to help you understand and apply this information effectively. For example, if your position is receiving a large number of views, but no responses, a customer service representative can help you analyze the content or characteristics of your listing that may influence responses. If there is a better way to reach qualified candidates, we will be able to recommend the right solutions.

Personal customer care representatives are instrumental in providing custom support surrounding job postings, an optional length of time to list jobs, and related details before you begin recruiting.

FPJobsOnline brings you direct access to experts in healthcare recruitment through our membership with HEALTHeCAREERS Network, North America's premier healthcare Network.

Post detailed and creative job listings.

Your job posting should market your company as a place physicians want to work and the surrounding community as a location candidates could live. Think beyond the requirements and qualifications of the position to what makes your opportunity attractive to potential job seekers.

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Colorfully describe the community from the overall feel down to crucial details such as recreational amenities and the quality of schools. Also, do not assume candidates will be informed about your location if you are in a major metro or well-known area, or forgo this section of your posting because you think everyone knows what your city is like. Including this section provides candidates with the full scope of your open opportunity.

“Geography is typically the number one reason for choosing a job,” according to a 2008 study commissioned by the New England Journal of Medicine. “More than one-third of physicians said it is very important to work within a 100-mile radius of their state of licensure.”

The demand for doctors also allows them to be even more selective when choosing a position.

Include specifics about cultural, recreational and educational offerings, and complete your posting with common search terms such “job,” “doctor” or everyday language; a clear job title; and catchy messaging.

FPJobsOnline’s customer care representatives can provide you with a posting template and consultation to ensure your jobs are marketed as valuable opportunities!

Stand out: Complement your job posting by leveraging additional recruitment resources and products.

Many healthcare positions are still categorized by shortages of qualified candidates, making it even more crucial to utilize multiple outlets to find the right applicants. Posting your opportunity online is essential, but if you’re hiring for a physician or a nurse, you need to consider doing much more. Attending the association’s annual meeting is also a critical piece of your recruitment strategy and a prime opportunity to meet with candidates face-to-face.

But do not expect to only post your opportunity on a bulletin board and get a response! Utilize other on-site resources – most associations have moved to an event version of their online career center to help members leverage technology effectively and post their opportunity online.

These conference resources should be paired with online tools. More than 40 percent of recruiters would prefer to use niche job boards, such as FPJobsOnline, according to WEDDLE’s 2009 Survey of Recruiters & Job Seekers. Approximately 10 percent fewer utilize general job boards to find candidates. The same survey found 30 percent of candidates landed their last position on a job board and 50 percent plan to utilize an online career center to find their next job. Expose your open opportunities to more audiences through multiple outlets!

Through FPJobsOnline, you can post your job in advance of the meeting, indicate you are planning to be on-site during the event, and provide your local contact information. Both candidates and employers can search for attendees, connect, and set up on-site meetings through the event to maximize their time at industry conferences. Employers and recruiters always visit these events in large numbers, marketing their positions and attracting the attention of potential candidates. Take advantage of this networking opportunity, a complimentary service offered to job seekers with active profiles and any employer with job postings!



Value-added services: Make the most of job postings.

Because FPJobsOnline concentrates exclusively on healthcare at the clinical and professional level, we offer strategies that most effectively deliver qualified candidates. Value-added services

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can be built-in to complement posting packages and increase return on investment.

Consider extending your online reach through additional methods such as banner advertising and eNewsletter sponsorships. These opportunities help you to stand out among or from larger recruiters and expose your brand to more job seekers. The more exposure, the greater awareness candidates will have of your practice or facility when they look for new positions. This is just one more way to leverage your position in the race to find top employees, especially as the demand for physician candidates continues to outpace the number of available applicants.

FPJobsOnline offers free resources to help you develop the artwork for banner advertisements and other features if this is not something your practice has the option to create!

Remember, many candidates are not looking for a new opportunity – they are already happily employed!

In today's market, chances are that to fill a position within your practice, you will need to convince qualified, employed professionals to make a change. Clear and concise job postings are attractive. It may also help to list the reasons you are hiring or expanding your practice.

By ensuring your opportunity is posted on multiple sites through FPJobsOnline, you are likely to catch passive candidates who are not looking for job opportunities, but happen upon your posting while visiting our association site for industry information and resources. This is why listing your job on our career center is an essential component for success – your peers are constantly visiting the site for

industry information and resources, offering your postings additional exposure. Similarly, if you are hiring for a PA, NP or other allied or nursing position, those opportunities can be listed on the appropriate association site.

Because FPJobsOnline is part of HEALTHeCAREERS' Network of association career centers, you can post positions for any healthcare professional and it will be placed on the appropriate association site as well as across hundreds of other distribution outlets.

Choose a recruitment partner that allows you to use all the postings you buy.

Many employment Web sites follow a "use it or lose it" policy. Once your job is filled, you are not allowed to use the remaining recruitment options you purchased. FPJobsOnline offers you the ability to list job postings in units. One unit equals one job posting for one day; and you can use your units any way you like.

For example, if you purchase 90 units, you could post one job for 90 days, two jobs each for 45 days, or choose other combinations of jobs and posting length. If you choose to post one job for 90 days, but fill it in 30, you can use the remaining 60 units throughout the rest of the year to fill any position that might be available within your practice.

Our Strategy.

Instead of broad job boards that offer employers a general group of job seekers, we only specialize in your industry. Take advantage of a network of Web sites to meet physician candidates and one source to bring it all together. Everyone is in the same industry, and all job seekers are qualified. It equates to more efficient recruitment.

HEALTHeCAREERS Network
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