

The Leadership Forum

Recruiting and Hiring

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Recruiting physicians in a time of change and uncertainty can present many obstacles. General Internal Medicine (GIM) faces recruitment challenges because many internal medicine residents opt to specialize or take hospitalist positions. As an in-house physician recruiter, I have experienced the change in recruiting GIM physicians first-hand. We have fewer applicants, the candi-

date pool has changed, and we need to filter out physicians that are seeking hospitalist positions or short-term opportunities prior to fellowship.

It is important to be choosy, even in times of want. The majority of physicians consider three top priorities when entering the workforce or changing jobs: geographic location, call/personal time, and lifestyle. Most

candidates are not fixated on salary, although many new graduates seek loan repayment incentives. Gear your job postings to highlight academic responsibilities, professional development opportunities, and the pleasant lifestyle. Position yourself as an attractive employer to the current candidate pool to maximize your chance to hire the best fit for your department.