

# Opportunities in Medicine in Indiana (OMI) Newsletter



WINTER 2011

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## WHAT OUR CANDIDATES ARE SAYING...

"I highly recommend using Medical Opportunities' services. My information was not sold to anyone or provided to headhunters. Medical Opportunities created a place where medical professionals and employers can meet. Thanks to Medical Opportunities, I have found a wonderful, well paying job."

*Mandy Newton Rosenow, PA-C*

## OUR STATE PARTNERS

[Indiana Hospital  
Association](#)

## Greetings,

It's hard to believe that it is already 2 months into the new year! Now that the holiday rush is over with it is time to solidify our professional recruiting and retention plans for 2011. This issue of the OMI Newsletter brings you an update on Marian's new medical school, tips for physician sourcing and yearend program statistics on Medical Opportunities marketing efforts and member survey results.

To optimize your reading of this newsletter, [click here](#) to view it as a webpage.

Enjoy!

Sincerely,  
Deb Collier and Jodi Schafer

## Prospecting for Candidates

How many of us begin our work day with the thought, "What do I absolutely have to do today in order to avoid a problem,"? Time management in a physician recruiter's life is a continuous challenge. Healthcare professionals engaged in physician recruitment and liaison work are often preoccupied with the need to initiate key conversations with medical staff and physician candidates. We have all felt the pressure and stress of incoming calls and emails, and the realization that there are not enough hours in the day to attend all the meetings and put out the daily fires, all while maintaining the



## [Indiana Osteopathic Association](#)

## [Indiana State Medical Association](#)

### The Value of Permission Marketing



Recruiters are always challenged to find an audience of physician candidates open to hearing about a new opportunity. Following Seth's thinking, it just makes sense to focus marketing efforts on those candidates most likely to be open to hearing our message. But, how do we find them?

[Click here to continue reading.](#)

### Direct Mailing Tips

Direct mail is still a widely used marketing technique, even with the popularity of e-mail marketing. Physicians will still respond to a marketing piece sent via the U.S. mail. One school of thought today is that since everyone is emailing, physicians aren't receiving as much direct mail from recruiters. Therefore, your direct mail piece may stand

necessary communication that will make tomorrow's work successful.

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### Aggressive Marketing Efforts Pay Off in 2010

The marketing efforts of 2010 yielded exciting results in both the number of newly registered candidates on all four of the sites (MOM, MOO, POP and OMI), as well as, new member employers. **The number of candidates in the Medical Opportunities database increased by almost 44%, to 2,821 active candidates at the close of 2010.** This was an average growth of 184 candidates per month!

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### Tackling the Shortage: Marian to Enter Medical School World

*(Reprint of Jan/Feb 2011 Indiana Chamber article.)*



"...Indiana is one of two states with one medical school and soon we'll be the only state with one. Two-thirds of the counties don't have enough primary care physicians. It's kind of hard to think of a county without a doctor," [[Marian University](#) President Dan Elsener] exclaims. "We know this has to be taken care of."

[Click here to read this full article.](#)

### Success is...

How best to measure success? Is it a quantitative measurement of dollars saved/earned, placements made or reduced turn-over rates? Should it be measured in qualitative terms like increased employee engagement, the perception of a positive work culture or job/patient satisfaction?

The answer is probably a mix of both. In relation to the Medical Opportunities programs, various performance criteria are evaluated to determine the overall impact of our services. In 2010 we implemented a new tool to capture additional member data.

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out to them.

[Click here to continue reading.](#)

## Q&A with Dr. Paul Evans

*(Reprint of Nov/Dec 2010 IHA Harmony article.)*



"In January 2010, the Indiana Osteopathic Association announced that Marian University, Indianapolis, would be its partner in creating a new college of osteopathic medicine. The university is working to obtain provisional accreditation status from the Commission on Osteopathic College Accreditation by the spring of 2011. If provisional status is approved, the school may begin accepting students in the fall of 2012. Partners in the project include Westview Hospital, St. Vincent Health, Community Health Network, Sisters of St. Francis Health Services and Hill-Rom. Dr. Paul Evans was selected as the founding dean of [the college](#) and joined Marian in September."

[Click here to read the full article.](#)

## Articles of Interest

[Physician Shortage to Quadruple within Decade, AAMC Says](#)

[Physician's Life a Reminder that Medicine can be Noble](#)

[Health Reform's Primary Care Recruits: The National Health Service Corps](#)

## Upcoming Conference Dates

### **Association of Staff Physician Recruiters (ASPR)**

2011 Annual Conference  
August 14-17th in Chicago, IL  
[www.aspr.org](http://www.aspr.org)

### **Society for Human Resource Management (SHRM)**

2011 Annual Conference  
June 26-29th in Las Vegas, NV  
[www.shrm.org](http://www.shrm.org)

### **Michigan Recruitment and Retention Network(MRRN)**

2011 Annual Conference  
May 1st-3rd in Bay Harbor, MI  
[www.mrrn.org](http://www.mrrn.org)

### **Ohio Network of Physician Recruiters (ONPR)**

2011 Fall Conference - TBD  
[www.onpr.org](http://www.onpr.org)

### **Mid-Atlantic Physician Recruiter Alliance, Inc. (MAPRA)**

2011 Spring Conference  
March 3rd in Baltimore, MD  
[www.maprainc.org](http://www.maprainc.org)



# Medical Opportunities' Suite of Services



## Contact Us

Deb Collier and Jodi Schafer  
(800) 479-1666  
[recruitment@mhc.org](mailto:recruitment@mhc.org)

