



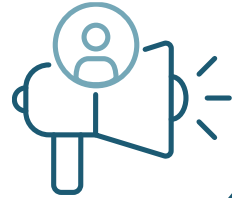
OVERCOMING RURAL RECRUITMENT BIAS: STRATEGIES TO ATTRACT AND RETAIN PHYSICIANS

JACKSON
Physician Search®

LEARNING OBJECTIVES



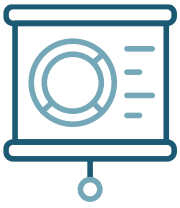
Understand the current state of the rural healthcare market, exploring the growing demand for healthcare services, the physician shortage, and the importance of filling rural positions to improve access to care and quality of life for underserved populations.



Identify and overcome common biases about rural practice, focusing on how to present the advantages and opportunities in rural healthcare settings, such as professional growth, leadership roles, and meaningful patient relationships.



Analyze a recent rural recruitment success story to understand key strategies, incentives, and steps that lead to hiring physicians who stay and thrive in rural settings.



PRESENTED BY



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Understand **the current state of the rural healthcare market**, exploring the growing demand for healthcare services, the physician shortage, and the importance of filling rural positions to improve access to care and quality of life for underserved populations.

STATE OF THE MARKET

- Approximately **60%** of the **7,200** federally designated Health Professional Shortage Areas are in rural regions, affecting access to essential healthcare services.
- This issue is further worsened by an aging physician workforce, with **40% nearing retirement** and a declining number of rural-raised medical professionals entering the field.
- The U.S. is projected to face a shortage of up to **86,000** physicians by **2036**.
- Depending on the specialty, a healthcare organization stands to lose between **\$130,000 to \$150,000** per month in revenue and over **\$1M** annually for some specialties due to reduced patient volume and services.

STATE OF THE MARKET:

ACUTE SHORTAGE OUTSIDE OF MAJOR CITIES



About 20%

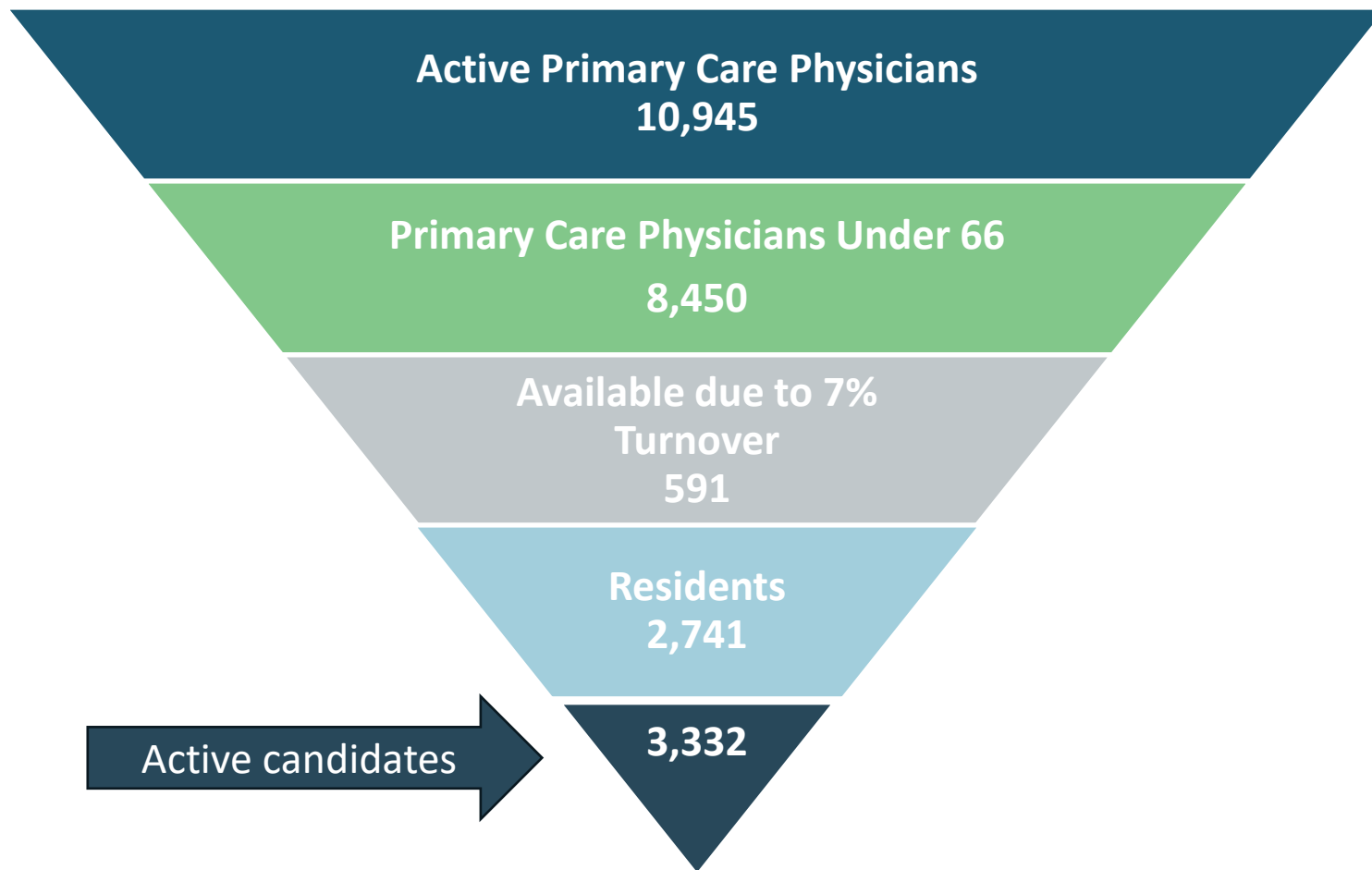
of Americans live in rural areas where many do not have easy access to primary care or specialist services

Less than 10%

of physicians practice in rural areas

STATE OF THE MARKET:

PRIMARY CARE CANDIDATE POOL IN KENTUCKY



STATE OF THE MARKET:

STAFFING FOR TOMORROW STARTS TODAY

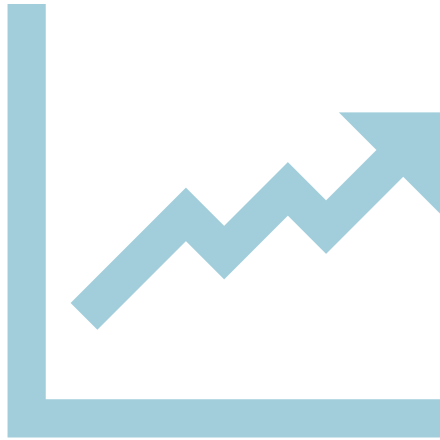
Replacing a single retiring physician **requires 1.5-2 residents.**

The average time to recruit/start date is **12-18 months**, sometimes longer.

Competition for residents is intensifying – **already signing 2027 & 2028 residents.**

Ramp-up time for new physicians **between 1-2 years.**

STATE OF THE MARKET: COMMUNITY IMPACT



Each physician supports **17 jobs** and **\$3.2 million** in economic input for a community.



Identify and overcome common biases about rural practice, focusing on how to present the advantages and opportunities in rural healthcare settings, such as professional growth, leadership roles, and meaningful patient relationships.

COMMON BIASES ABOUT RURAL PRACTICE

Misconceptions	Reality
Lack of resources	Opportunity to lead innovative care
Limited growth	Faster career progression and leadership opportunities
Lower pay	Higher salaries, loan forgiveness, and cost-of-living benefits
Professional isolation	Telemedicine and strong community networks
Lifestyle challenges	Rural life offers outdoor recreation, lower stress, and better work-life balance
Overwhelming workload	Diverse cases enhance skills with team support

THE GOOD NEWS IS...

Among physicians

90%

would consider rural practice if
the conditions were well-aligned

Rural Physician Recruitment and Staffing Survey Results

| Strategies for Recruiting Physicians to Work in Rural Healthcare



A new survey from Jackson Physician Search and LocumTenens.com – both part of the Jackson Healthcare® family of companies – shows hope for rural healthcare organizations to make progress in resolving their physician staffing challenges.

We surveyed physicians currently working in urban, suburban and rural settings to better understand their specific needs and wants in regard to choosing to practice in a rural location. When those in urban and suburban locations were asked what factors might influence their choice to practice in a rural location, only 10% said they would not consider a rural location at all. The reality that 90% would consider rural practice if the conditions are well-aligned is welcomed news. Interestingly, 72% of urban and suburban physicians reported they would be open to considering 'trying out' rural medicine via a locum tenens assignment. Not only does this strategy fill gaps in coverage in the short run, but it could present another path towards permanent recruitment. And, given that nearly half of rural primary care practices employ at least one nurse practitioner, we asked advanced practice providers what would motivate them to relocate to a rural location.

We also surveyed administrators to learn where there is and is not alignment with physicians. The key for administrators is to better address the specific needs and wants of physicians, which this report makes clear are often influenced by current practice location and generation.

This report includes:

- Physicians' sentiments on what they want in a permanent rural opportunity
- Physicians' views on rural locum tenens and recommendations for its strategic use
- A snapshot of how COVID is impacting physician retirements and rural recruitment
- Tips to more efficiently and effectively recruit physicians to rural healthcare by addressing key generational differences when marketing job opportunities

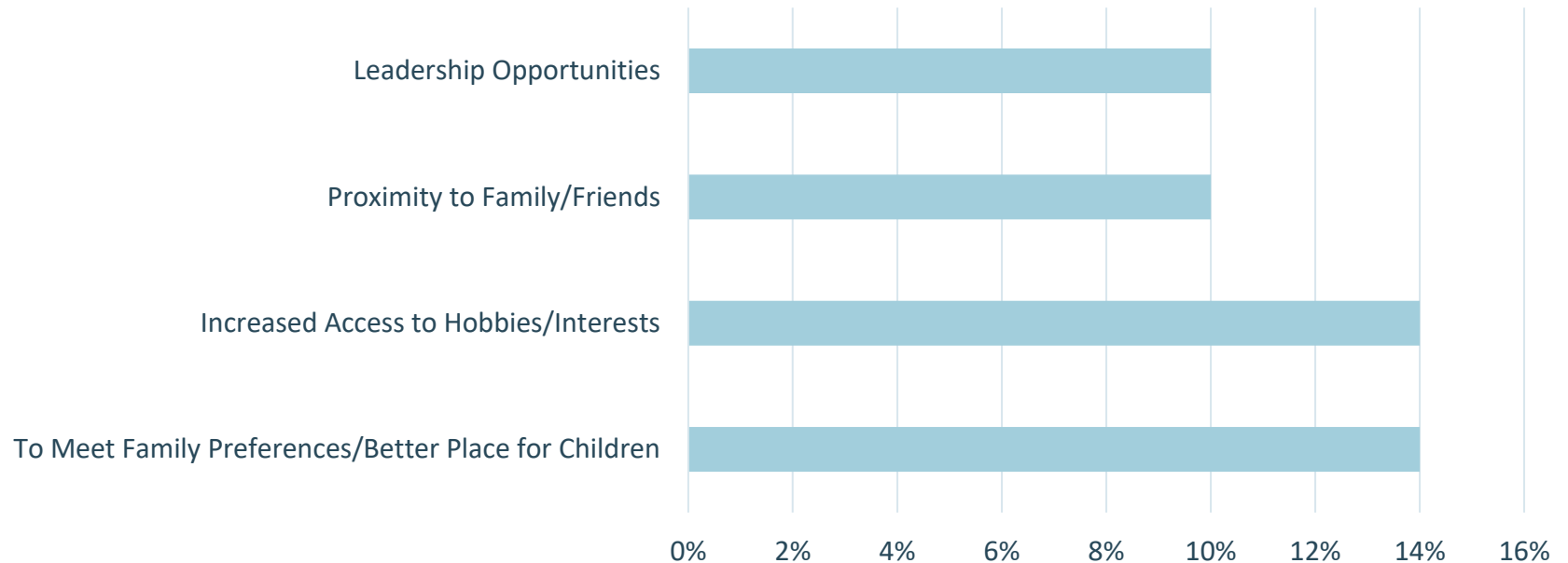
JACKSON
Physician Search



LocumTenens.com

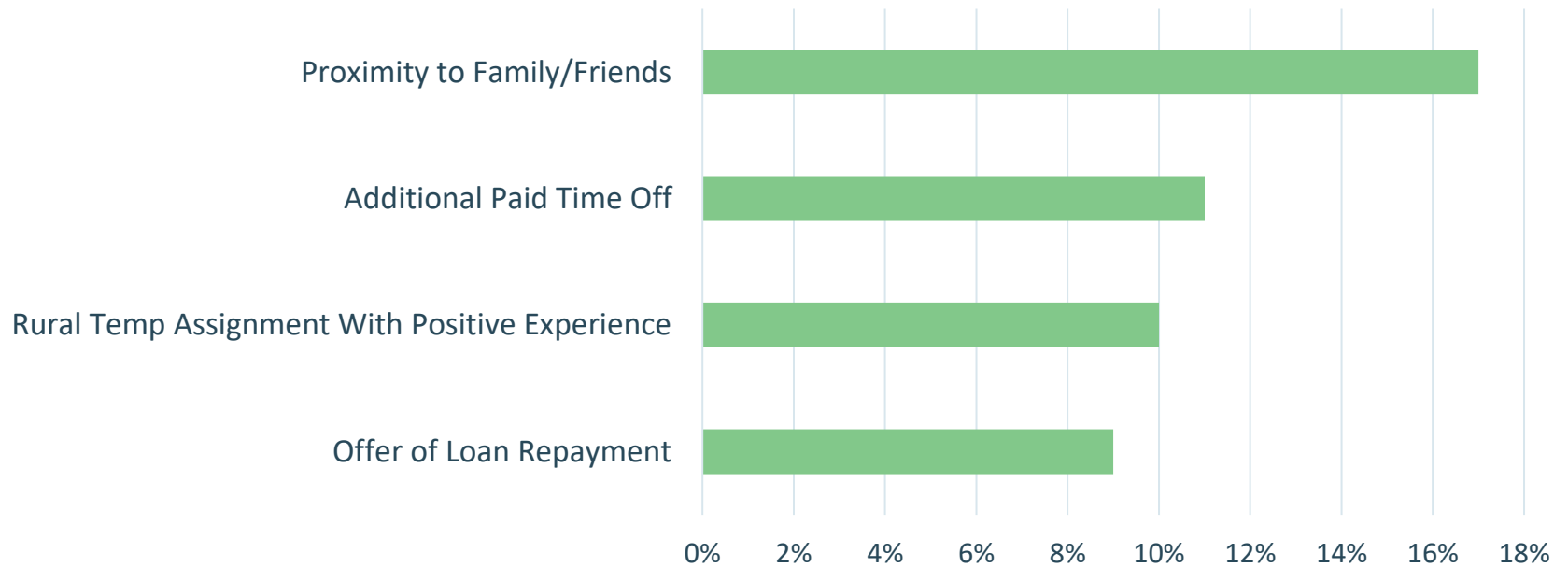
WHAT WOULD PROMPT THEM TO CONSIDER A RURAL POSITION

Physicians practicing in an urban or suburban location:
Select the factors that would prompt you to consider practicing in a rural location.



REASONS THEY JOINED

Physicians practicing in a rural location:
Select the top five factors that contributed to your decision to practice in a rural location.



TOP 3 CULTURE ATTRIBUTES PHYSICIANS VALUE IN RURAL FACILITIES



36%
**PHYSICIAN
AUTONOMY**



34%
**PATIENT-
FOCUSED**



31%
**TEAMWORK &
COLLABORATION**

OVERCOMING BIASES



Reframe
challenges as
growth
opportunities



Showcase
leadership
potential and fast-
track to new roles



Emphasize
community impact
and making a
meaningful
difference

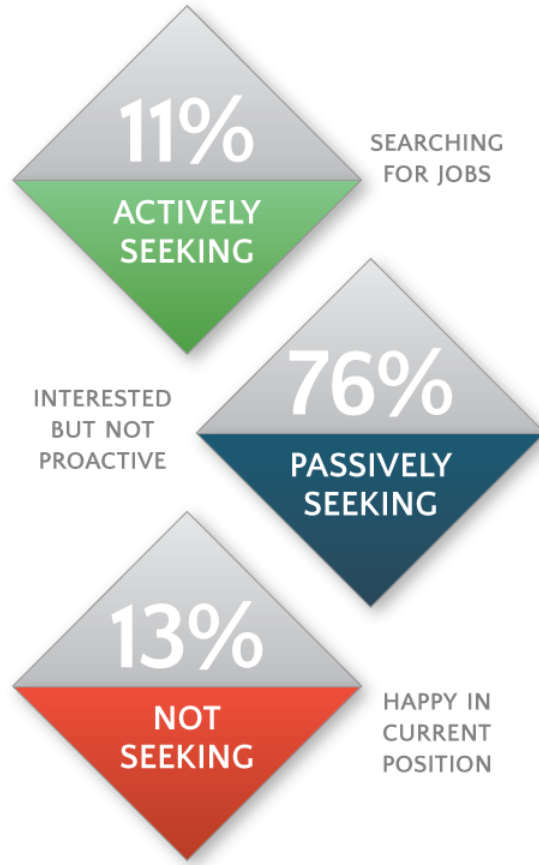


Promote work-life
balance and close-
knit community
support



**PUTTING KNOWLEDGE
INTO PRACTICE:
RECRUITMENT STRATEGIES**

CRITICAL TO REACH PASSIVE CANDIDATES



DIGITAL SOURCING STRATEGY



JOB BOARDS

- Proactively search CVs
- Post new jobs on multiple job boards to maximize reach



EMAIL

- Targeted and specific
- Build engaged database
- Test and optimize



SOCIAL MEDIA

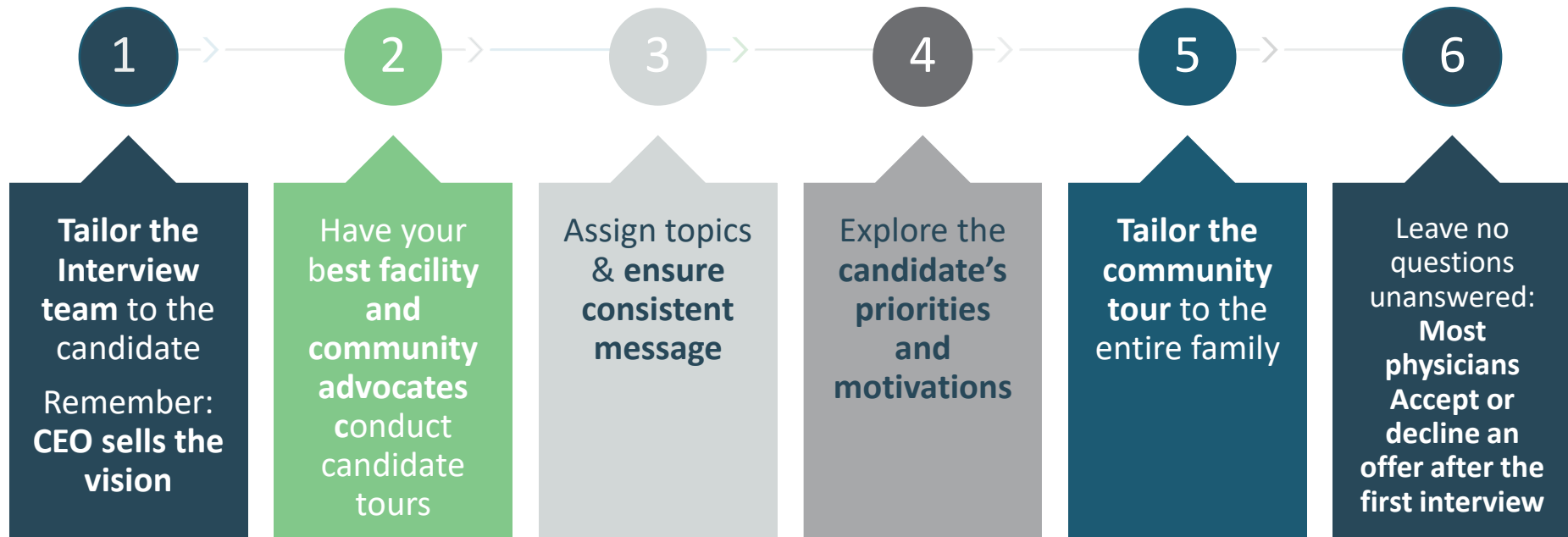
- Follow industry leaders
- Join discussion groups
- Build brand awareness



DOXIMITY

- Talent Finder tool
- Ultra targeted DocMails

THE INTERVIEW: WINDOW TO YOUR CULTURE



Source: Rural Recruitment: Results from the JPS 2019 Rural Physician and Administration Survey



Analyze a recent rural recruitment success story to understand key strategies, incentives, and steps that lead to hiring physicians who stay and thrive in rural settings.

OFFER COMPETITIVE WAGES AND ATTRACTIVE BENEFITS

- **Competitive salary:** Match or exceed urban salary levels to attract top talent.
- **Creative benefits:** Consider housing assistance, student loan repayment, or signing bonuses to make the offer more appealing.
- **Incentives:** Offer performance bonuses or opportunities for professional growth.



FOSTER A SUPPORTIVE, ENGAGING WORK ENVIRONMENT



- **Work culture:** Create an environment where physicians feel valued and supported, with strong relationships among the team.
- **Mentorship programs:** Provide opportunities for ongoing learning and professional development through mentorship.
- **Leadership opportunities:** Give physicians a voice in the organization, offering leadership roles to ensure job satisfaction.

PRIORITIZE FLEXIBILITY AND WELL-BEING

- **Flexible schedules:** Allow physicians to manage their time effectively, reducing burnout and increasing job satisfaction.
- **Time off:** Offer generous vacation days and wellness programs to support work-life balance.
- **Family support:** Create family-friendly policies to make rural living more manageable.



STEPS FOR REPLICATING SUCCESS IN YOUR RURAL COMMUNITY

BUILD LONG-TERM RELATIONSHIPS



- **Community involvement:** Encourage physicians to become involved in local events, charities, and organizations.
- **Patient relationships:** Build meaningful relationships between physicians and patients to increase satisfaction and reduce turnover.
- **Local networking:** Create opportunities for physicians to network with local professionals and community leaders.



QUESTIONS?



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THANK YOU!