

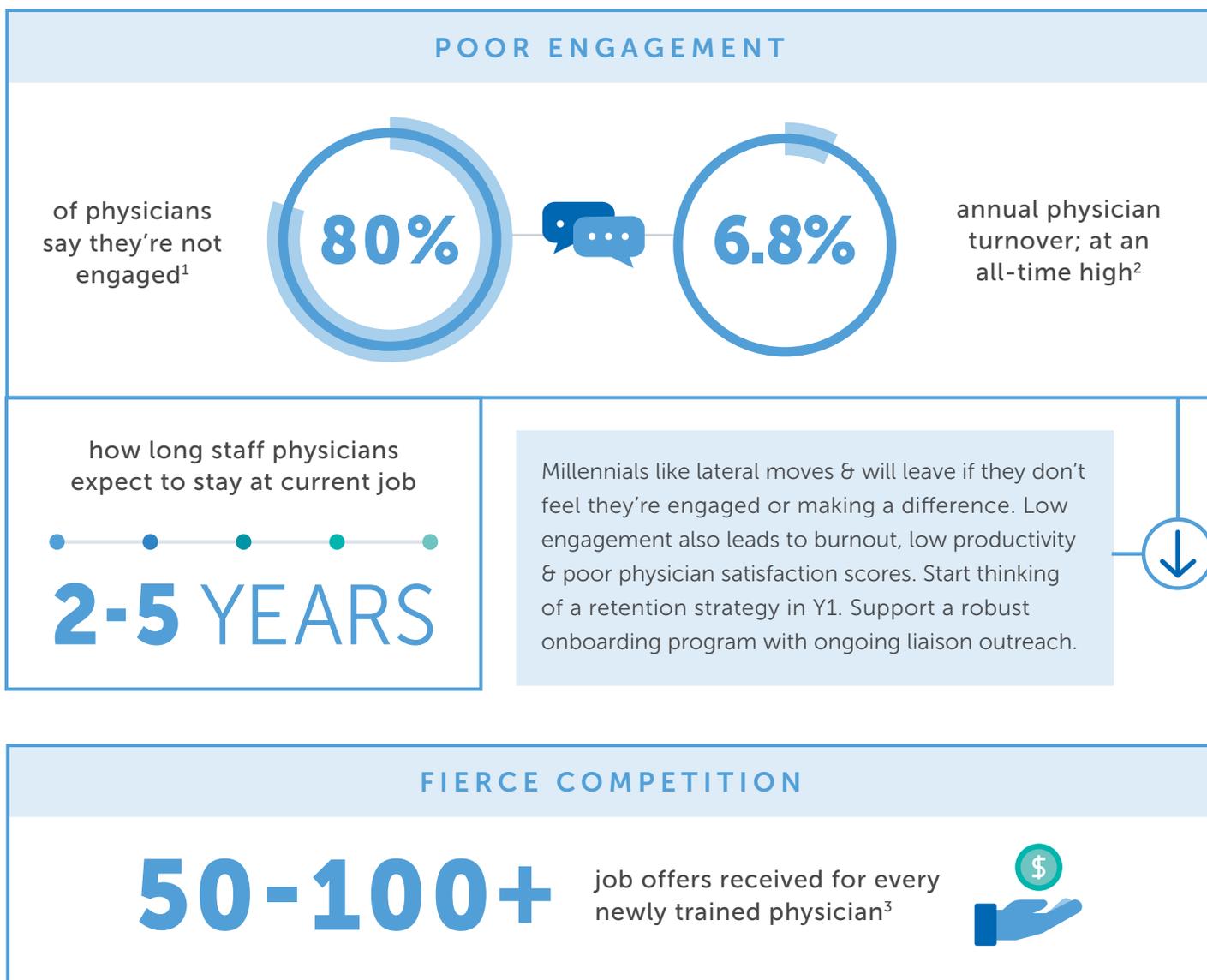
WHY FOCUS ON



PHYSICIAN RETENTION?

When providers play an integral part in your growth strategy, physician retention can be just as important as recruitment for overall success. Even if you hit your recruiting benchmarks, if you're not meeting your retention or productivity goals, your organization's growth, quality and financial performance will suffer.

Why should you focus on physician retention? We've built an infographic to highlight this growing problem and ways you can tackle it head on.



FIERCE COMPETITION

of physicians are recruited in urban areas; up 12% in just 2 years⁵



prefer to work for a hospital or medical group⁴

With the demand for physicians rising, health systems should encourage a balanced focus on recruitment and retention.



HIGH TURNOVER COSTS

 **\$1M+**

the typical turnover cost for 1 physician⁶

 **\$250K**

in recruiting costs—search, bonus, income guarantee & relocation

 **\$1.45M**

the average lost downstream revenue per exiting physician³



You should also weigh the costs of turnover on your health system's reputation & ability to recruit quality candidates in the future.

TACKLING THE CHALLENGE

Consider these 5 tips to help retain your best physicians:

- Know the difference between orientation (HR, EMR & compliance training) & onboarding
- Create checklists for key onboarding activities & best practices across the first 18-24 months
- Support new physician success with business intelligence data that identifies potential patient pipelines
- Assign new physicians a medical staff mentor for provider integration, marketing outreach specialist for practice development & community liaison for family networking
- Use technology & data to target the right providers for outreach, track your efforts & trend the results

References: 1 athenahealth/Epocrates Report, 2016 | 2 Leaders for Today Survey, 2017 | 3 Merritt Hawkins Survey, 2015 | 4 American Medical Group Association Study | 5 Medicus Report, 2016 | 6 Press Ganey Report

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