

WORKING WITH ETS FAMILY MEDICINE

Customer Case Study: Beginning a Search

Client: A Private Group in Maryland

Present Problem: Two partner physicians who were looking to expand. Another private practice in the area had a family physician who owned their own practice and was looking to retire. They purchased the practice with the plan to backfill the physician. As time went on, they were having trouble finding their own candidate so they started reaching out to recruiting companies. They signed with multiple companies and still no candidates.

Process: We got on the phone, I got the details of the position, and they signed the fee agreement. We were working with five different groups in the area and not all the candidates we had engaged found a strong fit so we brought the practice's opportunity to the candidates we had been working with.

Solution: After reaching out to the candidates, we were able to get four candidates in front of them within two weeks. That was a significant uptick from zero and demonstrates the power of specialization.

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Customer Case Study: Slow Moving Successful Search

Client: Rural Hospital in Pennsylvania

Present Problem: One of their family physicians retired. People, let alone physicians, rarely move there so they wanted additional help attracting candidates.

Process: It was a slow moving search. We talked to multiple doctors but most didn't meet their requirements. Over the course of seven months, we only presented one candidate to them.

New problem: They talked and both really liked each other. The family physician had a full-time job and 5 children. Needless to say: he was very busy. More than once throughout the process, he didn't respond to the group in a timeline manner.

Process: At several points when that happened, we followed up with him to make sure nothing got lost.

Solution: He joined the group after a lot of back and forth. Both parties were very happy in the end. Because it was a successful placement, they paid our full fee. What the family physician now produces for the group more than covers it.

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Customer Case Study: Planning for Continual Growth

Client: Regional Florida Group

Present Problem: A large regional group in Florida employs about one in three physicians in their county. They have a continual need for primary care physicians. Even though they're well known in the region, they want to make sure they don't miss any candidates.

Process: The group signed our fee agreement and we got on the phone to discuss the position details. Anytime we speak with a candidate who's interested in the area, we mention their opportunity to see if it fits the candidate's needs.

Solution: We've made six introductions in the time that we've worked with them. One candidate was already speaking with the group. In that scenario, we bow out. None of the other five candidates have been a fit so far. Getting five more candidates to turn down for no cost is a better deal than any job board offers.

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Customer Case Study: Getting to Know You

Client: Independent Practice Owner/Physician

Present Problem: We worked with a solo physician on the Gulf Coast who had the opportunity to buy a retiring physician's building and equipment. Her love of the community and her patients directed her actions and she wanted to expand her practice by hiring an additional physician so they could be of greater service.

Process: The practice owner and I talked for about 40 minutes about her career evolution and her love for the community. We knew a physician in the area who was hoping to hang their own shingle and immediately thought to connect the two.

Solution: Two physicians from her personal network became available so we never moved forward with a formal agreement. The practice owner maintains contact with us in the hopes to further grow her practice in the future. We look forward to being a partner in her ongoing success.