

Case Study

Creative Recruiting in a Rural Setting

Anders Minkler & Diehl LLP
705 Olive, 10th Floor, St. Louis, MO 63101

Number of Locations: 1
Number of Doctors: 1

CHALLENGE:

A small rural hospital was served by one general surgeon who was nearing retirement age. While the existing general surgeon was in independent practice, the hospital felt it would be unable to recruit a new surgeon unless it offered employment.

Concerns included:

- Physician production capacity based on the area population.
- Appropriately transitioning the new physician into the community while respectfully transitioning the senior surgeon out.
- Financial ramifications of recruiting and employing the new surgeon.

ACTIONS:

Consultant developed a game plan that included:

- Demographic and market share analysis.
- Clinical research into population surgical needs.
- Service, capital and revenue production.
- Financial impact study.
- Determine if multiple community hospitals could work together to recruit new physician and share financial burden.

IMPACT:

After considering clinical, demographic, service production, and other factors, it was concluded that...

- Two community hospitals would recruit and employ the new surgeon.
- Surgeon was offered attractive compensation, benefits and retention package.
- AMD facilitated the co-recruitment due to its contacts with administration of both community hospitals.
- Through AMD's involvement, the two hospital's saved \$800,000 over the first four years of their joint venture.