



HOW PHYSICIANS SEARCH FOR JOBS

Highlights of an independent study conducted by Zeldis Research Associates, Inc.



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INTRODUCTION

For physician recruiters, there are certain key questions that will never change — When do physicians search for jobs? What sources do they use to generate leads? What factors are most important to physicians? However, the rapidly evolving recruitment landscape begs new questions: What social media do physicians utilize? Who do they connect with? Do physicians use mobile applications?

In an effort to reveal the answers to these and many other questions, the *New England Journal of Medicine* Classified Advertising Department commissioned Zeldis Research Associates, Inc., to conduct an independent, blind study of residents, fellows, and newly practicing physicians.

The results paint a picture of how the modern physician searches for jobs. This information can help recruiters adapt their strategies to keep up with the ever-changing recruitment industry.



METHODOLOGY

HOW THE RESEARCH WAS CONDUCTED

- Survey packages were mailed to final-year residents, fellows, and newly practicing physicians.
- The *New England Journal of Medicine* was not identified in the package or the survey.
- Physicians had the option to respond either online or by mail.
- The package consisted of a cover letter (with an optional URL response method), the survey form, and a business reply envelope.
- Respondents who returned a fully completed survey received an Amazon.com gift card.
- There was a total of four separate mailings:
 - September 13, 2010
 - September 20, 2010
 - October 8, 2010
 - November 10, 2010
- A total of 4,008 unique physicians were sent the survey.
- By December 17, 2010, a total of 376 usable surveys were received (response rate: 9.4%).

EXECUTIVE SUMMARY

WHERE PHYSICIANS FIND JOB LEADS

- Nearly nine in ten rate personal/professional referrals as useful.
- Fifteen percent (15%) rate social media as useful during a job search.

WHERE PHYSICIANS SEARCH IN PRINT

- Five in ten use classified/recruitment sources in print.
- NEJM is the most popular print source.

WHERE PHYSICIANS SEARCH ONLINE

- Five in ten use classified/recruitment sources online.
- NEJM is the top online classified/recruitment source.

WHAT MATTERS TO PHYSICIANS

- The most important factor for using an online site is quality of jobs.
- Six in ten who look at jobs both online and in print feel that the quality of jobs online and in print is about the same.
- Seven in ten use a mobile device with apps, and of those, nearly two in three are interested in using a job listing app.
- Interest is highest in learning about permanent positions and working at a hospital or group practice.

WHEN PHYSICIANS SEARCH

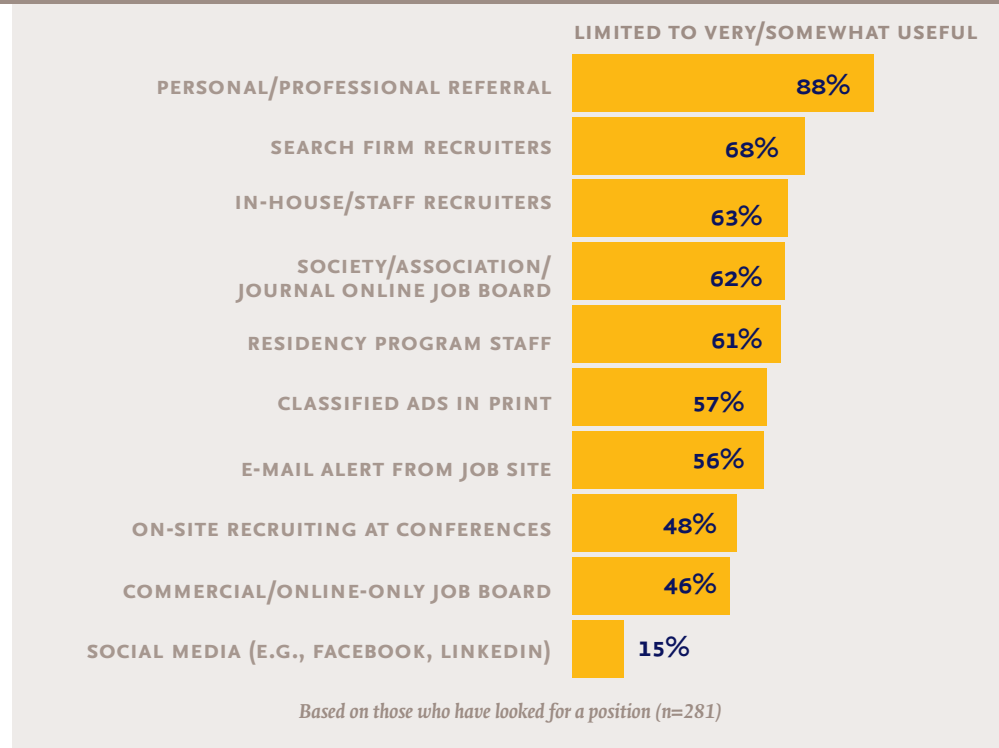
- Most begin a job search during the final year of residency or fellowship.
- More than half have looked for a position within the past two years.

WHERE THEY SEARCH: SOURCE OF LEADS

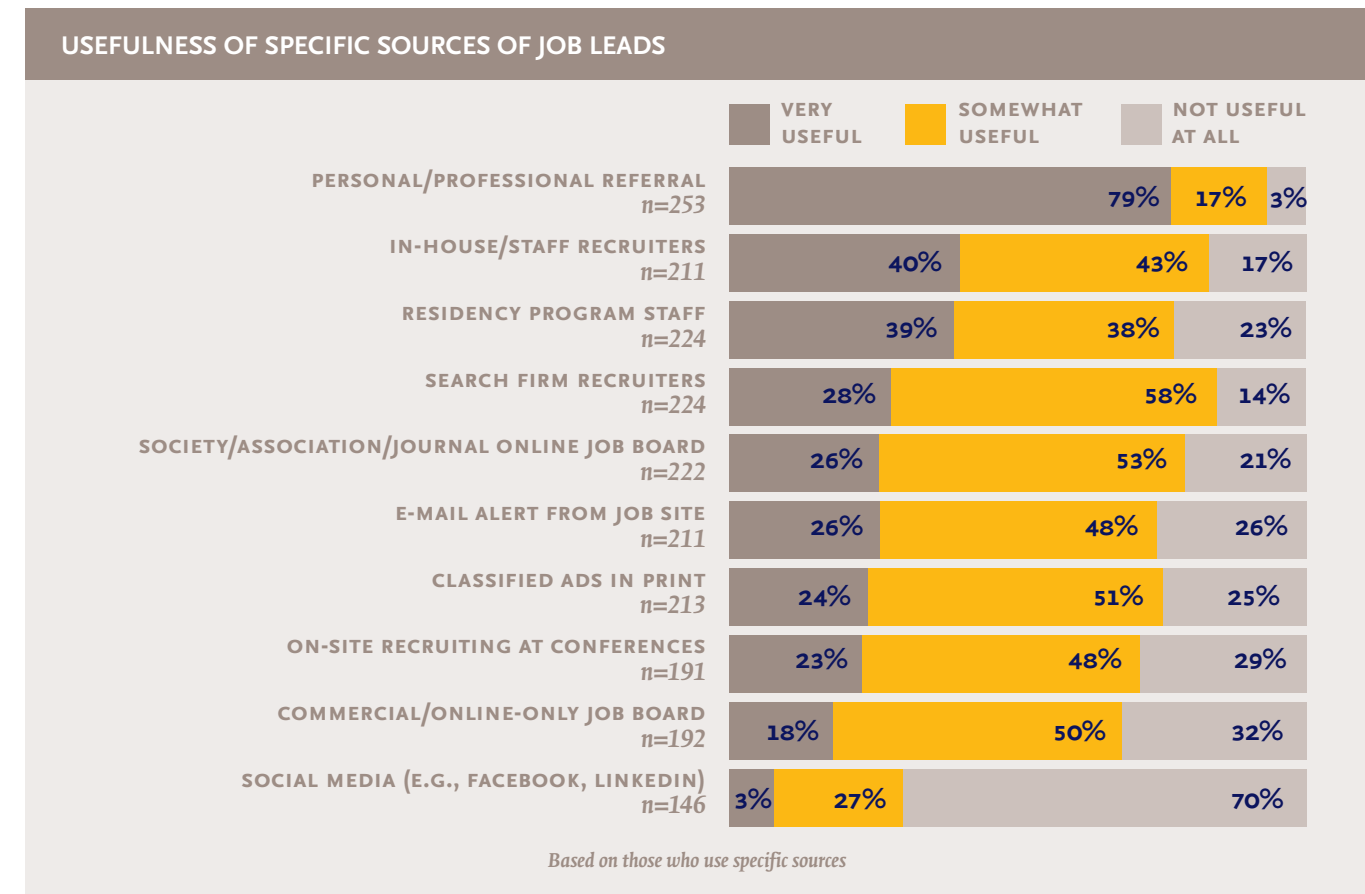


USEFULNESS OF SPECIFIC SOURCES OF LEADS IN JOB SEARCH

Nearly nine in ten rate personal/professional referrals as useful.

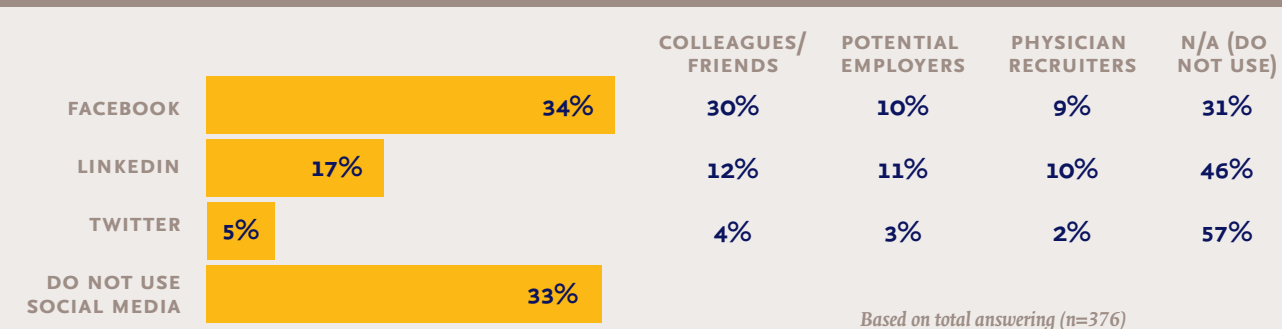


Most physicians perceive personal/professional referrals as very useful.



Physicians are most likely to use Facebook to make connections during a job search. LinkedIn, however, is also used by some to connect with employers and recruiters.

USE OF SOCIAL MEDIA TO CONNECT DURING JOB SEARCH*

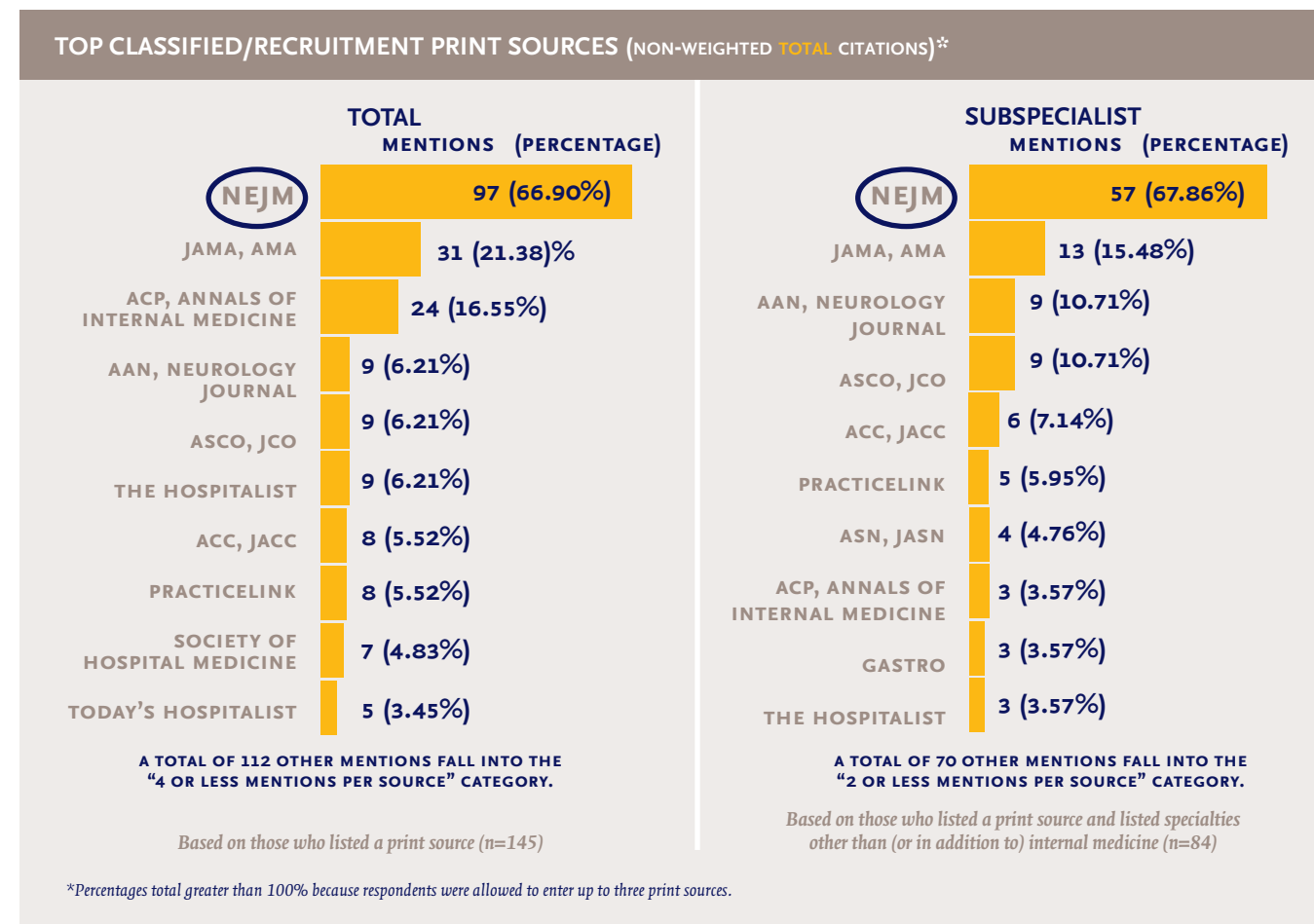


*Respondents were allowed to select more than one choice.

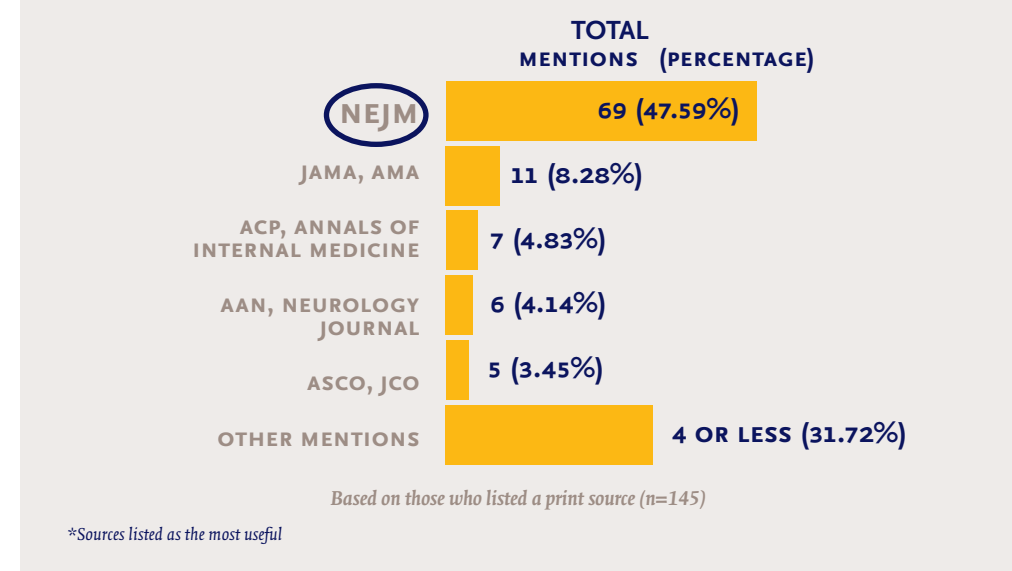
WHERE THEY SEARCH: PRINT



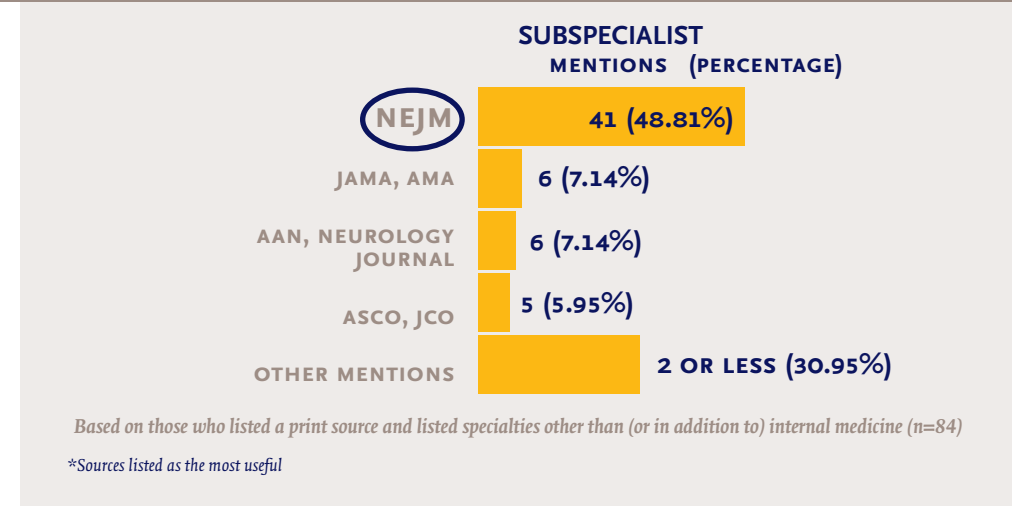
Respondents were asked to list their top three print classified/recruitment sources in order of usefulness. Findings are based on “unaided” recall — respondents were not shown a list or prompted in any way to name a publication. The results in this section represent the 53% who listed a print source.



CLASSIFIED/RECRUITMENT PRINT SOURCES (PRIMARY MENTIONS*)



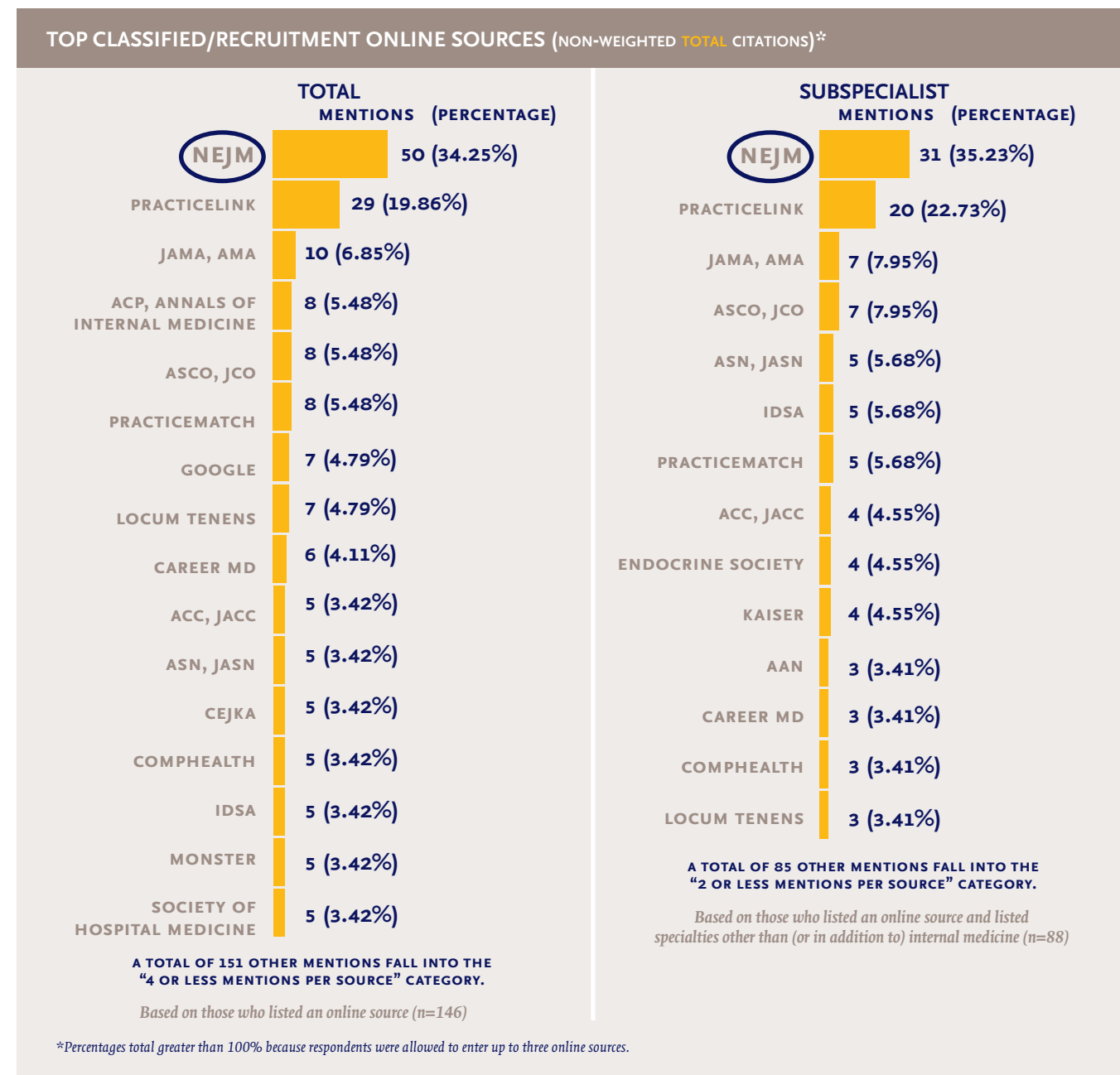
CLASSIFIED/RECRUITMENT PRINT SOURCES — SUBSPECIALIST (PRIMARY MENTIONS*)



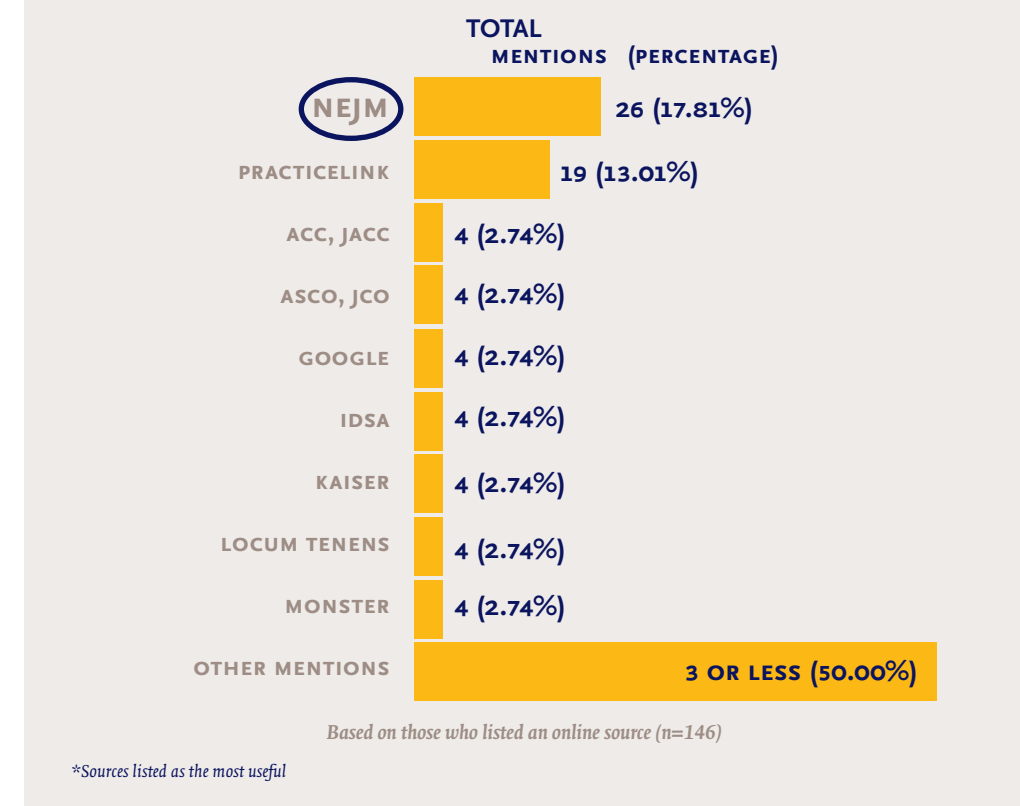
WHERE

WHERE THEY SEARCH: ONLINE

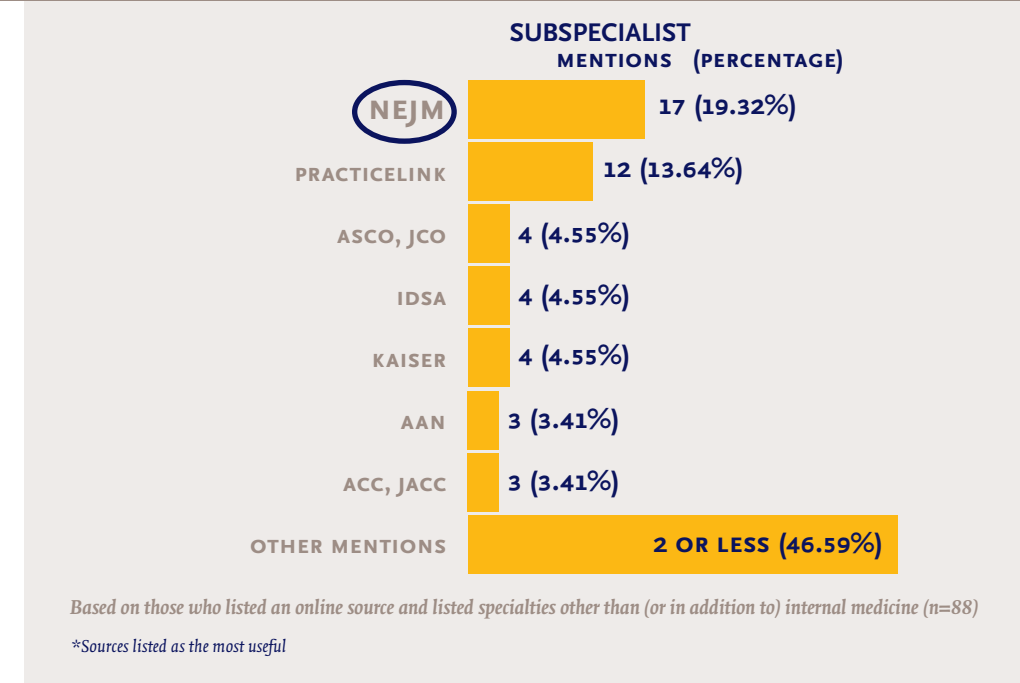
Respondents were asked to list their top three online classified/recruitment sources in order of usefulness. Findings are based on “unaided” recall — respondents were not shown a list or prompted in any way to name an online source. The results in this section represent the 53% who listed an online source.



CLASSIFIED/RECRUITMENT ONLINE SOURCES (PRIMARY MENTIONS*)

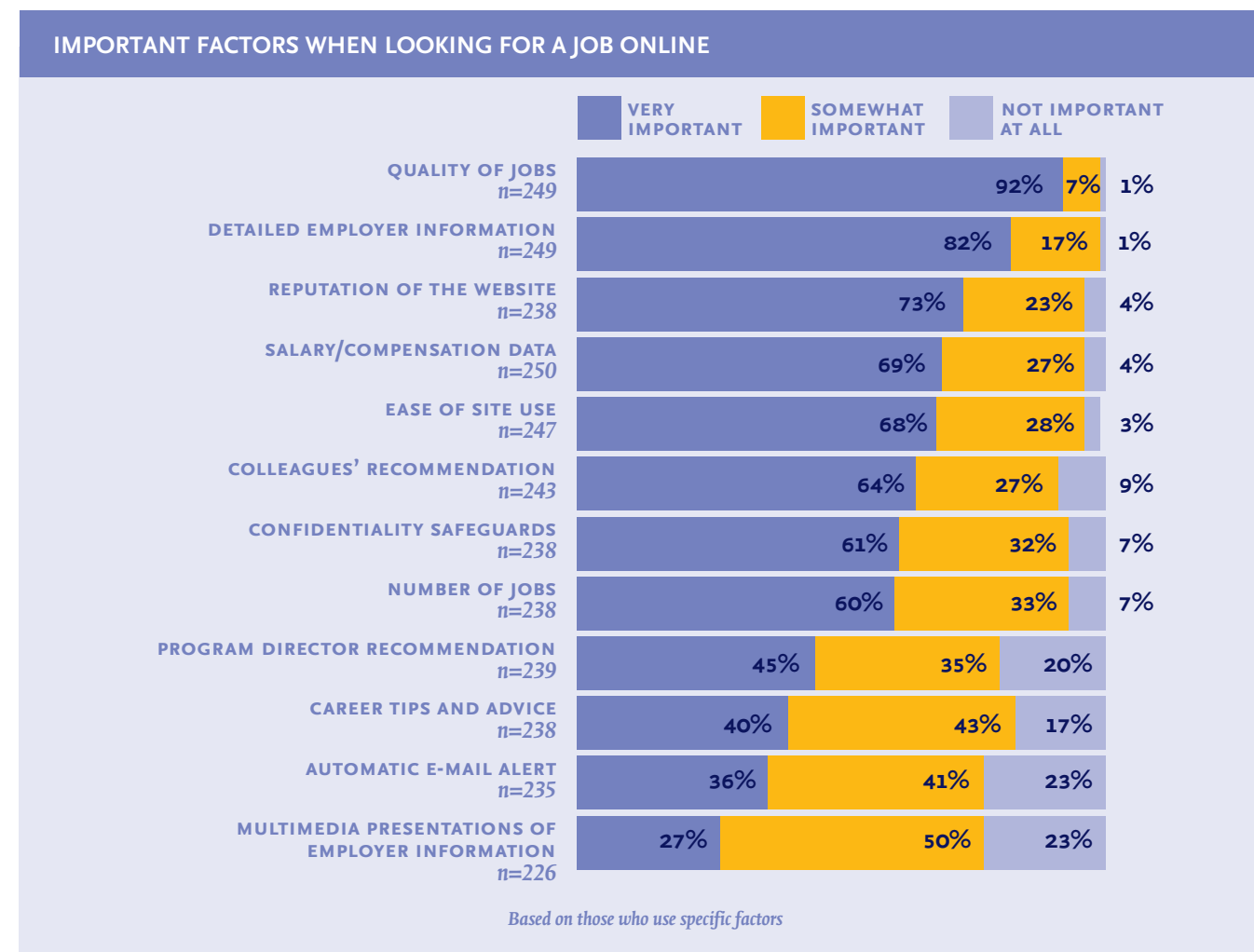


CLASSIFIED/RECRUITMENT ONLINE SOURCES — SUBSPECIALIST (PRIMARY MENTIONS*)



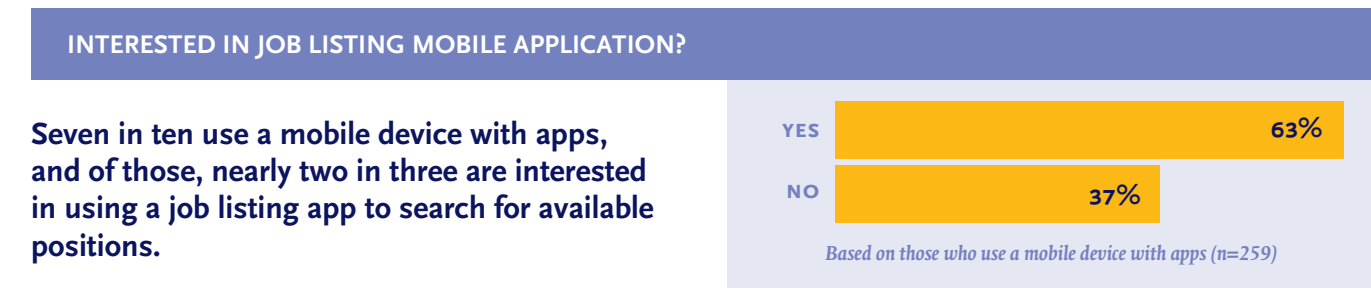
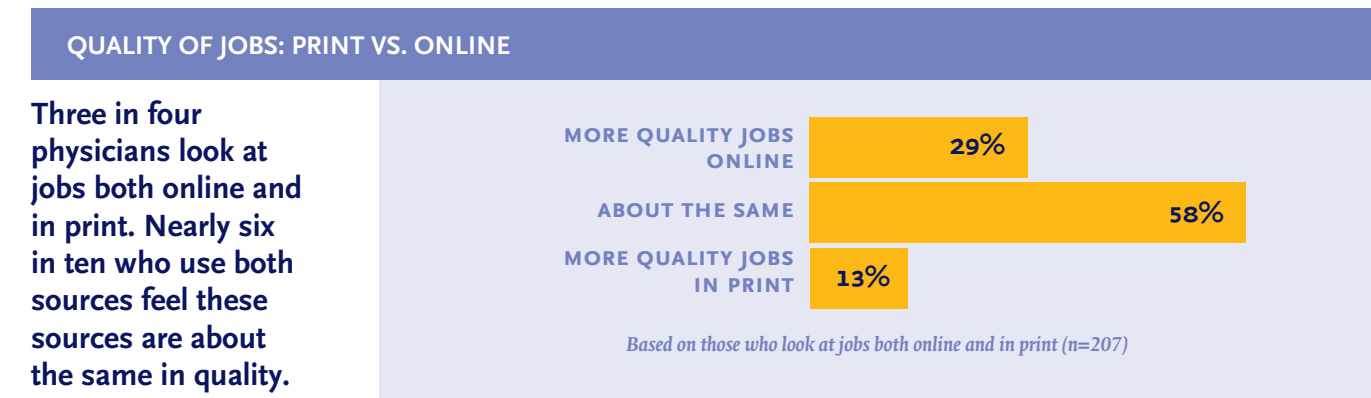
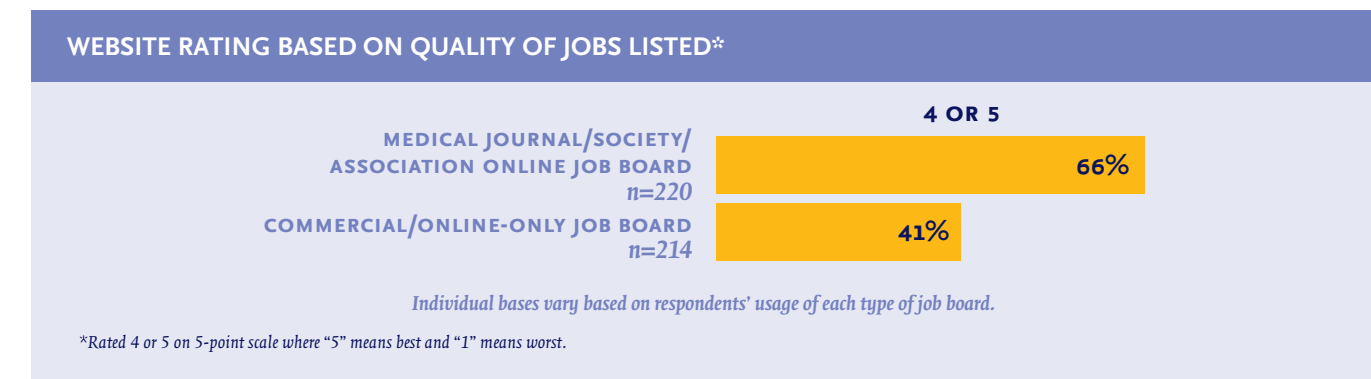
WHAT MATTERS: ONLINE

The large majority of physicians feel the quality of the jobs available at a particular site is very important when looking for a job online.



WHAT MATTERS: PRINT AND ONLINE

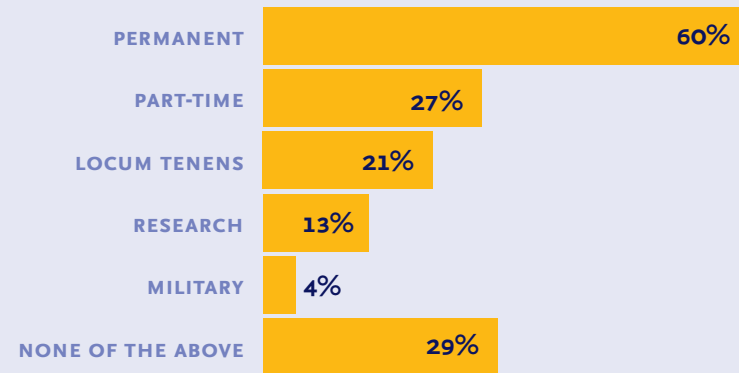
Medical journal and association websites receive the highest quality ratings. Half of the physicians surveyed rated the quality of the jobs on medical journal/society/association online job boards as "the best."



WHAT MATTERS: INTERESTS

INTEREST IN LEARNING ABOUT PARTICULAR TYPES OF POSITIONS

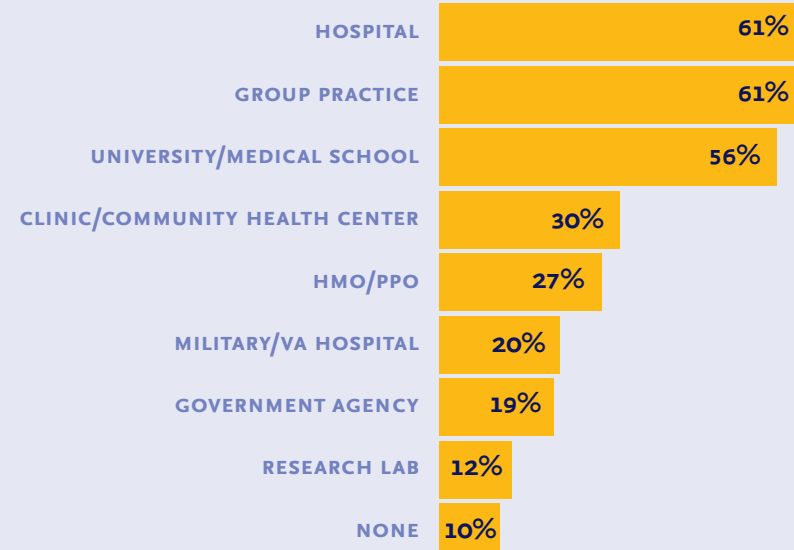
Physicians are most interested in learning about permanent positions.



Based on total answering (n=376)

INTEREST IN POSITIONS BY PRACTICE ENVIRONMENT

About six in ten physicians say they would be interested in a position at a hospital, in a group practice, or at a university/medical school.



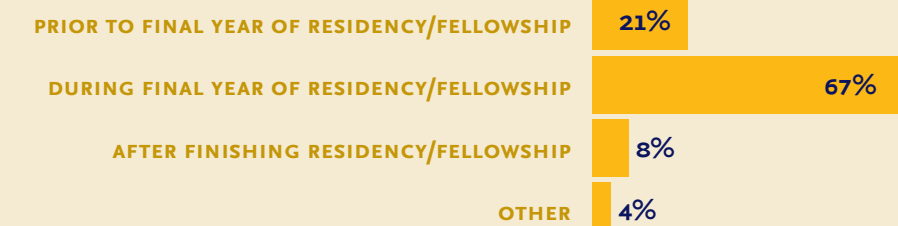
Based on total answering (n=376)

WHEN THEY SEARCH



POINT IN TRAINING PHYSICIANS BEGIN A JOB SEARCH

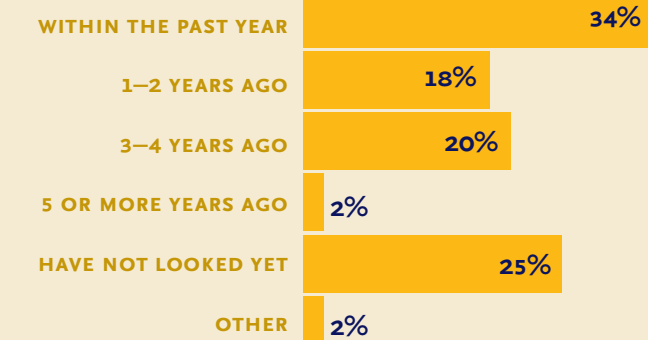
Physicians are most likely to begin a job search during the final year of residency/fellowship.



Based on total answering (n=376)

WHEN DID THEY LAST LOOK FOR A POSITION?

More than half of the physicians surveyed have looked for a position within the past two years.



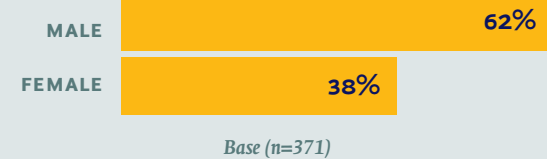
Based on total answering (n=376)

WHO THEY ARE: DEMOGRAPHICS



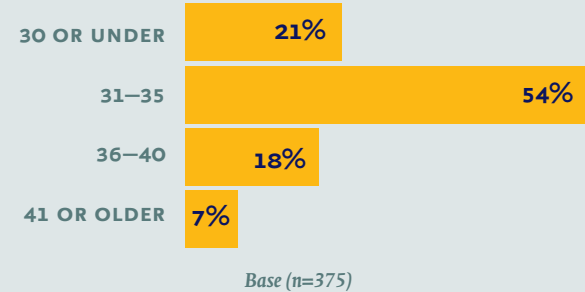
GENDER

Nearly two-thirds of the physicians surveyed are male.



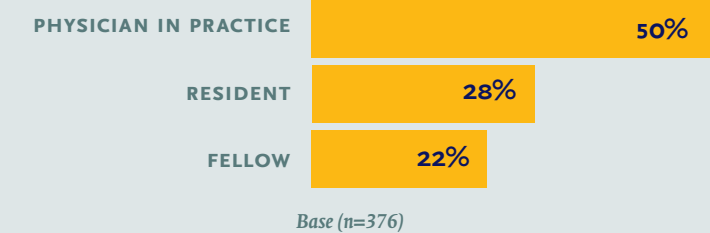
AGE

The majority of physicians surveyed fall between 31 and 35 years of age.



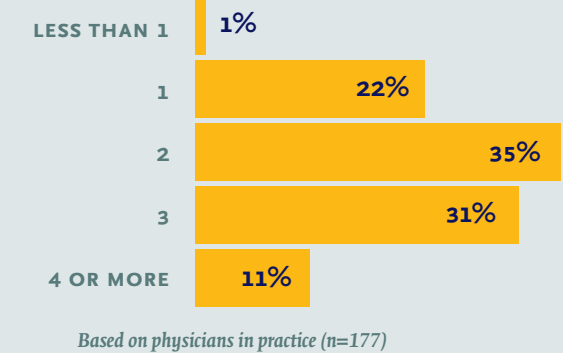
POINT IN TRAINING/PRACTICE

Half of the physicians surveyed are currently in practice.



NUMBER OF YEARS IN PRACTICE

The physicians currently in practice have been practicing for an average of nearly two-and-a-half years.



WHO THEY ARE: DEMOGRAPHICS



SPECIALTY*

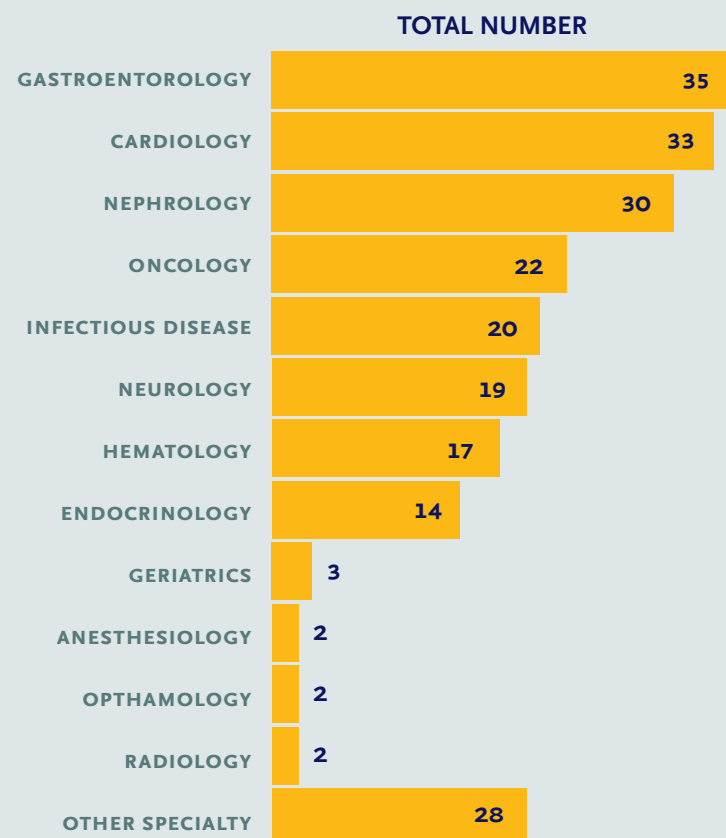
More than four in ten physicians surveyed specialize in internal medicine.



Base (n=346) (unique physicians who answered this question)

*Total does not equal 100% because some physicians reported having multiple specialties.

OTHER SPECIALTIES



HOSPITALIST

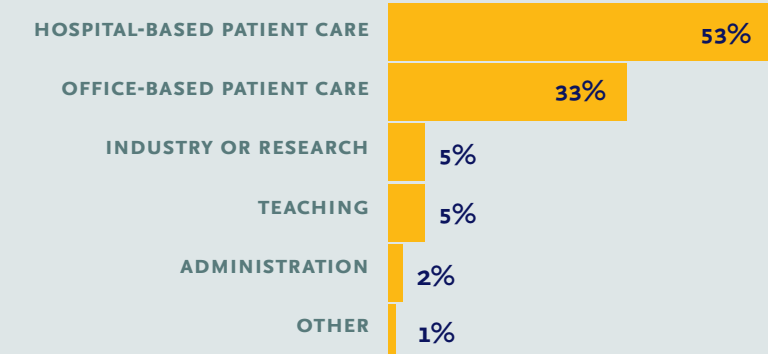
One in five physicians surveyed is a hospitalist.



Base (n=370)

PRIMARY WORK ACTIVITY

Physicians surveyed spend more than half of their time in hospital-based patient care and one-third of their time in office-based patient care.



Base (n=375)



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