

Case Study: Enhancing Specialty Physician Recruitment at Summit Healthcare

Overview

Summit Healthcare, a renowned specialty hospital known for its cutting-edge cardiac and orthopedic care, faced significant challenges in recruiting specialized physicians. The niche requirements and high standards for candidates made the recruitment process lengthy and inefficient. StaffPhysicians.com provided a targeted approach to overcome these hurdles.

Challenge

The main challenge for Summit Healthcare was attracting highly specialized physicians in a competitive market. Their conventional recruitment methods were not yielding the desired quality or volume of candidates, leading to prolonged vacancy periods and operational strains in critical care departments.

Solution

StaffPhysicians.com offered a specialized job board that catered specifically to healthcare professionals, with advanced features tailored to specialty hospitals like Summit Healthcare. The platform enabled them to:

Highlight Specialty Positions: Create detailed, specialty-specific job postings that clearly communicated the unique opportunities and requirements at Summit Healthcare.

Access a Specialized Talent Pool: Reach a targeted audience of physicians who were specifically interested in cardiac and orthopedic specialties.

Engage with Passive Candidates: Utilize StaffPhysicians.com's network to connect with top-tier talent not actively searching for jobs but open to the right opportunities.

Implementation

Summit Healthcare strategically crafted job postings with the help of StaffPhysicians.com's expert team, focusing on the unique aspects of their positions and the benefits of joining their specialized team.

Results

Shorter Recruitment Cycles: The time to fill specialized positions decreased by over 50%, with critical roles being filled within 60 days.

Higher Candidate Quality: There was a 35% increase in the match between candidates' qualifications and the job requirements, leading to more successful placements.

Enhanced Employer Branding: Summit Healthcare strengthened its position as an employer of choice for specialized physicians, attracting a higher caliber of applicants.

Testimonial

"Partnering with StaffPhysicians.com transformed our recruitment process. Their platform allowed us to showcase our unique offerings and connect with exactly the kind of specialized talent we needed." - Laura Chen, Director of HR, Summit Healthcare