

Case Study: Streamlining Rural Physician Recruitment for Pine Grove Health Network

Overview

Pine Grove Health Network, serving rural communities across the Midwest, struggled to attract physicians due to its remote locations. The network sought an innovative solution to address its recruitment challenges and turned to StaffPhysicians.com for support.

Challenge

Rural healthcare facilities often face difficulties in recruiting due to geographic and lifestyle considerations. Pine Grove Health Network needed a way to not only reach more candidates but also to appeal to those willing to embrace the rural healthcare setting.

Solution

StaffPhysicians.com's extensive job board and its ability to reach a wide array of physicians across different specialties provided the perfect platform for Pine Grove to highlight its unique offerings and community-focused mission. Key strategies included:

Promoting Rural Benefits: Emphasizing the advantages of rural practice, including the close-knit community, lower cost of living, and impactful work.

Targeted Outreach: Utilizing StaffPhysicians.com's tools to target physicians who expressed interest in or had experience with rural healthcare.

Comprehensive Support Information: Providing resources and information about the lifestyle and community support available to physicians considering a move to a rural area.

Implementation

Pine Grove developed engaging and informative job postings with the assistance of StaffPhysicians.com, focusing on the unique opportunities available in rural healthcare and the supportive community environment.

Results

Increased Applications: A 40% increase in applications for positions within the network, with a notable rise in interest from physicians with rural backgrounds or interests.

Improved Retention Rates: New hires were better aligned with the mission and values of Pine Grove, leading to a 20% improvement in retention rates.

Community Impact: The recruitment of passionate physicians contributed to enhanced healthcare services and community well-being in the rural areas served by Pine Grove.

Testimonial

"StaffPhysicians.com was instrumental in helping us communicate the rewarding aspects of rural healthcare practice. We've seen a remarkable uptick in interested, mission-aligned candidates." - Mark Sullivan, CEO, Pine Grove Health Network