

Aug 10, 2009

Healthcare

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MEDICAL ASSISTANT

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Medical Assistant

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Advertisement

A Unique Approach to Physician Recruitment

By Colleen Allen, Cincinnati MD Resource Center

An initiative to recruit and retain physicians in all specialties has had much success since its inception in August, 2004.

After the Health Improvement Collaborative of Greater Cincinnati and the Cincinnati Business Committee identified a local shortage of 520 doctors, compared with 10 other metropolitan areas similar to Cincinnati, Cincinnati MD Resource Center was launched to address the issue. The Center, one of several initiatives from the Health Improvement Collaborative of Greater Cincinnati is a non-profit that is funded by contributions, foundation grants and sponsorships to serve a 14 county area across Southwestern Ohio, Northern Kentucky and Southeastern Indiana.

Cincinnati MD Resource Center is charged with recruiting high quality physicians for area hospitals, group practices and clinics, as well as maintaining a strong relationship with them to ensure their continued commitment to Greater Cincinnati. To date the Center has actually helped to fill over 100 physician jobs, already far exceeding the goal of 65 by the end of 2006.

Perhaps the most appealing feature of Cincinnati MD Resource Center is its ability to provide coordinated marketing and recruitment services for all local physician employers. In the past year, the Center has embarked on a national advertising campaign that has helped to save employers hundreds of thousands of dollars, by taking advantage of volume pricing and centralized advertising. Job openings posted on CincinnatiMDjobs.com, the Center's website, have been advertised in national specialty newsletters, on other physician job websites and at national career fairs. Jobs have also been advertised to physicians training in local medical residency and fellowship programs. This exposure is not only beneficial to physician employers, but to the Greater Cincinnati area as well.

"Health care providers in Cincinnati are working together proactively, to help fill in existing gaps in access to medical care, and ease the concern of specialty shortages in the future. This is truly a community effort, one that could not be possible without the collaboration among our diverse stakeholders," said Lisa Adkinson, Cincinnati MD Resource Center Executive Director. "The Greater Cincinnati area has so much to offer, which is why our website also functions as a lifestyle guide to people both established and new to the area. We are not just advertising jobs, we are also showcasing our vibrant city."

A common reason that new physicians leave after completing their training is feeling a lack of involvement in the community. In response to this, Cincinnati MD Resource Center is hosting several events throughout the year that promote networking among physicians and their significant others.

At the Bankers Club Board of Governors Reception in September, all physicians new to practicing in Greater Cincinnati will be honored for their commitment to the community. Following this event, in October the Center will invite all local physicians to a "Taste of the World" wine tasting at The Party Source in Northern Kentucky. The Party Source will also co-host two events in November; the 9th Annual African American Training and Practicing Physicians Networking Event where South American wines will be sampled, and the Local Residents and Fellows Holiday Wine Tasting.

"Offering these events and other opportunities to socialize and get involved in the community will increase the chances of retaining these doctors. We want our physicians to have roots in Cincinnati and a strong quality of life," remarks Adkinson.

For more information about Cincinnati MD Resource Center please visit <http://www.cincinnatiMDjobs.com> or contact Colleen Allen at 513-531-0267 ext. 127

Cincinnati MD Resource Center is an initiative of the Health Improvement Collaborative of Greater Cincinnati. The Collaborative is a non-profit 501(c)(3) organization and a subsidiary of the Greater Cincinnati Health Council. It is a coalition of community leaders from the physician, insurer, employer, hospital, government, education and consumer sectors. These diverse stakeholders are committed to the Collaborative's mission of stimulating continuous, significant measurable improvement in the health of the people of Greater Cincinnati through collaborative leadership.

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PHYSICAL THERAPIST, OCCUPATIONAL THERAPIST SPEECH THERAPIST

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Registered Nurse

FT, Flex Weekday Schedule, No Weekends or Holidays

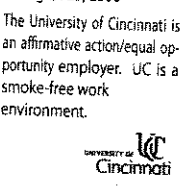
Greater Cincinnati Behavioral Area's leading community mental health provider is currently seeking high quality candidates to provide psychiatric nursing assessment & administer meds & injections. OH license & exp w/adults w/mental illness. E-mail resume & salary req to hr@gcchs.com (www.gcchs.com) EOE

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University of Cincinnati

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