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# Physician Recruitment and Retention: Practical Techniques for Exceptional Results

*Roger G. Bonds, Kimberly A. Pulliam*  
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This book is a comprehensive guide to effective physician recruitment. It is based not on theory but on the practices of successful healthcare recruiters. Its principles and techniques can be used by hospitals recruiting physicians as well as by group practices, clinics, HMOs, and other healthcare organizations. It will prove useful to those directly responsible for recruiting - physician recruitment coordinators, vice-presidents for corporate development, or chief administrators - and to administrators and board members who can benefit from an overview of the recruiting process. The book is divided into two parts: (1) understanding physician recruitment and (2) recruitment process. Part I comprises six chapters that describe the overall process and what it involves, including principles that underlie successful physician recruitment, how to organize and budget for an in-house recruitment function, how in-house recruiters can choose a search firm, resources for reaching potential candidates, developing a recruitment plan, and legal issues. Part II also comprises six chapters and

focuses on the recruitment process, including organizational tasks, identifying and screening candidates, on-site interviews and successfully negotiating with finalists, and physician retention.

About the Author Roger G. Bonds, MBA, FMSD, CMSR, is the President of The National Institute of Physician Recruitment and Retention and the founder of The American Academy of Medical Management, headquartered in Atlanta, Georgia. As a consultant, author, speaker and professional trainer, he is widely quoted and has appeared extensively at national and regional healthcare conferences. Over 80,000 healthcare professionals including individual physicians, physician groups, hospitals and managed care companies have attended the American Academy's training programs or retained him as a consultant. Working primarily with healthcare systems, he is known as a pioneer in the strategic development of medical staff development programs to attract and employ higher quality physicians in greater numbers. He has structured dozens of medical staffing programs based on the unique variables of each organization, including budgets, available staffing, political realities and physician employment opportunities.