

Physician & Nurse Recruitment & Selection Advanced

Hospital Management
Barcelona (Spain)
24 - 28 Mar 2025

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Physician & Nurse Recruitment & Selection Advanced

Ref: 321368_131675 **Date:** 24 - 28 Mar 2025 **Location:** Barcelona (Spain) **Fees:** 4400 Euro

Introduction

Learn about the 152 medical specialties and dozens of overlapping sub-specialties so you can hire the physician that meets your organization's needs perfectly. Explore 63 ways to find the physicians that will be the perfect fit for your organization. Learn how to use powerful social media tools for effective physician sourcing. Free resources such as Facebook, LinkedIn and YouTube are being employed with exceptional results. Get proven marketing tips for your website, e-mail, social media, advertising and direct mail efforts.

*** Important note: Course registration in Istanbul for 3 people or more, we guarantee 1-day site-visit to one public or private prestigious hospital**

Course Objectives of Physician & Nurse Recruitment & Selection Advanced

- Understanding the Recruitment and Retention Process
- Differences in Recruiting Residents vs. Practicing Physicians
- Sourcing for the Best Candidates and qualifying and Screening Out Candidates
- Interview and Background Check Standards
- Recruitment Campaign Plan Sample

Course Outlines of Physician & Nurse Recruitment & Selection Advanced

Day 1

- Understanding the Recruitment and Retention Process
- Advancements in Recruitment & Retention Technologies and Automation - Thinking Outside the Box
- Differences in Recruiting Residents vs. Practicing Physicians
- Recruiting to a Group vs. a Solo Practice
- Rural vs. Urban Recruiting

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- D.O.s vs. M.D.s
- Physician Assistants, Nurse Practitioners & Dr. Nurses
- Nurse Anesthetists & Nurse-Midwives

Day 2

- Sourcing for the Best Candidates and Building Your Own Databases
- Compensation Strategies to Achieve Operational Excellence
- Medical School, Residency, Fellowship & Specialty Board Certification
- Qualifying and Screening Out Candidates
- Aggressive Personnel Background Checks

Day 3

- Applying Human Resources
- Interview and Background Check Standards
- Social Media for Physician Sourcing
- Site Visit: The Sales Side Make It Exceptional! / Show and Tell
- Advertising Ideas, Developing the Offer and Signing the Deal
- Physician Manpower Planning Physician Needs Analysis or Medical Staff Development Plan
- On-boarding for Recruitment and Retention Success

Day 4

- Operationally Setting Up Your Recruitment Program
- Physician Recruitment Legal Problems and Recruitment Policies
- Visual Marketing Tips for Your Website; E-mail, Social Media, Advertising, Direct Mail and More!
- Physician Recruitment Contracts - Thorough, Legal & Fair; Collaterals Review / Show and Tell
- Creating Your Recruitment Budget
- Hospital/Physician Alignment

Day 5

- The Purpose of Recruitment: Retention of Qualified and Productive Medical Staff
- Recruitment Campaign Plan Sample Who Does What, When and How Much Does It Cost
- Your Action Plan for Home

If site-visit to the hospital is applicable, we will visit one public or private hospital to cover the following:

- Observing day-to-day responsibilities such as managing human resources, allocating budgets and other financial resources, submitting reports, and maintaining and managing IT systems and databases, coordinating with doctors, physicians, nurses, surgeons, health information technicians, pharmacists, and other professionals to ensure patient quality care, treatment, and rehabilitation.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it, set against a background of concentric circles.

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- Understanding the roles with regard to making a policy decision, overseeing patient care, budgeting and accounting, marketing, and driving policy impacting and technology innovations in the hospital.
- Q&A session with the hospital founder/manager

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