

Achieving results with recruitment advertising

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Engaged Associates

21 September

phn
HUNTER NEW ENGLAND
AND CENTRAL COAST
An Australian Government Initiative

The single biggest mistake.....

“What’s in it for me?”

vs.

“Are you good enough?”

The single biggest mistake.....

"What's in it for me?"

VS.

"Are you good enough?"

And: new information creates new behaviours.....

The focus this evening

1. Think about what you're actually advertising
2. Writing ads
3. Websites and website content
4. Video
5. Social media (otherwise known as free advertising)
6. Recruitment is a retention problem

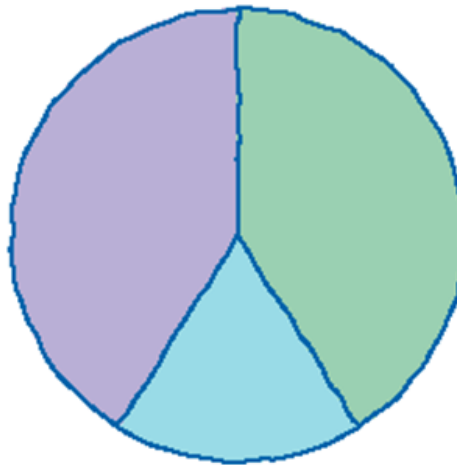
You're advertising an *experience*, not a *thing*

What motivates talent?

Percentage of top 200 executives rating factor absolutely essential

Great company (brand)

Values and culture	58
Well managed	50
Company has exciting challenges	38
Strong performance	29
Industry leader	21
Many talented people	20
Good at development	17
Inspiring mission	16
Fun with colleagues	11
Job security	8



Great jobs (products)

Freedom and autonomy	56
Job has exciting challenges	51
Career advancement and growth	39
Fit with boss I admire	29

Compensation and lifestyle (price)

Differentiated compensation	29
High total compensation	23
Geographic location	19
Respect for lifestyle	14
Acceptable pace and stress	1

You're advertising an *experience*, not a *thing*

Table 2. Most frequent themes for maintaining job satisfaction by gender

Themes	Women n=180 (%)	Men n=143 (%)	Characteristic quote
Variety	67 (37)	42 (29)	'The tidal wave of humanity that surges through my door bringing with it all the myriad ailments and intricacies of human life'
Culture of practice	65 (36)	28 (20)	'An organised practice with good computer system, staff and principal support'
Longitudinal care	59 (33)	34 (24)	'Longevity in managing families and individuals, getting to know them as people and being privileged to be included and valued in their lives'
Flexibility/freedom to work as choose	56 (31)	25 (17)	'Keeping workload to a manageable level'
Belief in the value of the work	49 (27)	32 (22)	'Ability to make a difference to someone else's life'
Patient contact	43 (24)	24 (17)	'Daily contact with people' 'The insight into human nature that cannot be matched by a 1000 novels'
Intellectual stimulation	40 (22)	30 (21)	'It is still challenging' 'The intellectual and practical challenge to solve/assist with people's medical problems'
Patient appreciation	40 (22)	24 (17)	'Moments of patient gratitude'
Remuneration	39 (22)	32 (22)	'Receiving an income for an interesting and diverse job'
Altruism	29 (16)	18 (13)	'Feeling of caring for the elderly, children'

You're advertising an *experience*, not a *thing*

Salary & % of billings

GP salaries vary greatly and can range from less than 250k/year to over 500k/year. Basically, it comes down to your % of billings, how busy the practice is and how many hours you work. Most practices pay 65% of billings. Practices offering 70% used to be very rare but many bulk billing practices have adopted this rate to attract good GPs.

Mixed billing vs Bulk billing

Bulk-billing practices average 5-6 consultations per hour, mixed billing is a little less, perhaps 4-5 per hour. This also has an effect on your earnings, as you may get more chronic disease in Bulk Billing locations meaning you would be able to bill more items.

Developing a special interest

If you have a special interest that you provide to patients or are looking to develop a speciality, it is important to speak to clinics about how they can support you
How busy the practice is – Patient numbers are important in every practice, however when you are looking for a position it is vital to discuss why they need a new GP, whether they are turning patients away or have a patient base ready to be taken over.

Clinic Management & Support

A good practice manager and support in the practice can make the difference between an ok and great practice.

Location

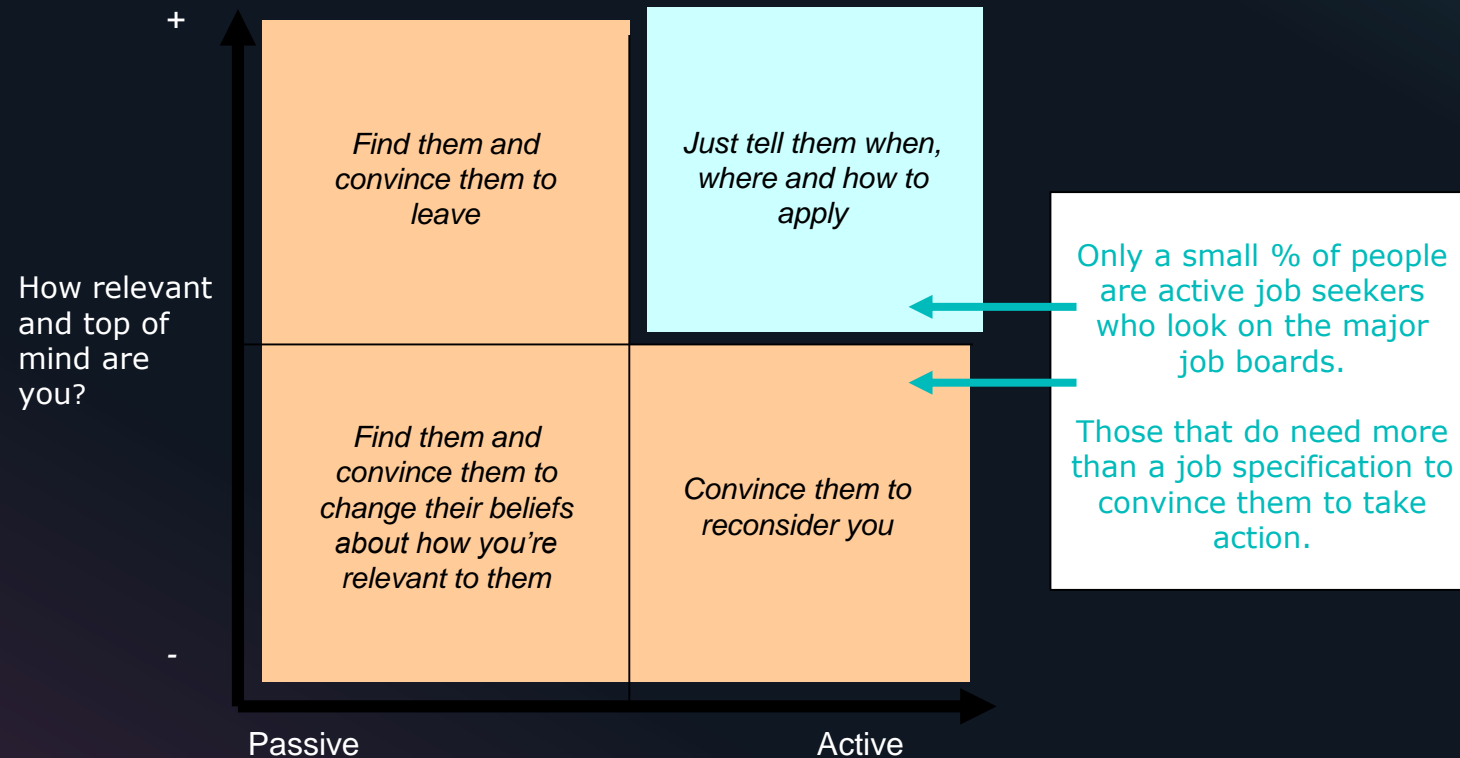
There are particular locations which are over-doctored, and other locations where we know patients are just looking for a quick in and out appointment, even though you may be looking at a particular location it is important to consider whether this is a location where GPs are in demand.

Working hours

Most practices are flexible with working hours however most of them require some type of commitment to After Hours, whether this is 1 night a week or 1 weekend day a fortnight

Type of clinic (Community Health, Small Corporate, Large Corporate, etc..) – Depending on what you are looking for the ownership or type of clinic will vary.

You likely have a few objectives



Writing ads

General Practitioner - Cherrybrook - 70%/\$150 p hr
Experienced FRACGP desired for Full Time.

An exciting opportunity awaits a caring and dedicated General Practitioner to join a hard working team within the Hills district. Clinic hours are weekdays 8am to 6pm and weekends 9am to 1pm. Option to work 8 to 5 or 9 to 6. Full nursing and practice support.

We are looking for General Practitioners who are dedicated to providing high quality care with a view to forming a lifetime relationship with their patients.

Our Core Values - we don't just operate by them, we live by them:

- Care
- Accountability
- Resilience
- Excellence & Education

Do our Core Values align with yours?

>

General Practitioner | Fully Private Billing | Affluent Eastern Suburb

Join a beautiful fully private billing practice in one of the most affluent suburbs within the Eastern Suburbs. This genuine family practice has been well established in the area for over 10 years and has a very large patient following. You can work on a full or part time basis and walk straight into a large existing patient base.

The practice has been purpose built and is medium in size. It is light, spacious and well equipped. There are large consult rooms with windows and a treatment room which the nurse occupies Monday - Friday. Currently there are 4 GPs working at the practice - 2 part time and 2 full time. The clinic has a warm supportive atmosphere for both staff and patients.

All of the GPs at the practice are extremely supportive and professional. They are super enthusiastic and would welcome a GP of a similar mindset to join the team.

Writing ads – what to focus on

- What's relevant and important to my target?
- What candidate backgrounds do I need to be aware of?
- How do my targets process information
- What of value can I offer my targets?
- How can I turn that value into a benefit?
- How can I change their behaviour?
- What's my budget

Writing ads – how to start

Gather information around four areas:

- The person you want
- The practice
- The job/the opportunity (remember to think benefits)
- Call to action (what do you want candidates to do right now)

Then decide on one main selling benefit (WIIFM) – this will inform your headline and first few key points

Writing ads – how to start

Link what you want in a person to benefits in the job.

Inquisitive thinker = variety in practice patients

Experience in women's health = established practice interest/patient base

Writing ads – how to start

Write 3-5 things that connect what you want with the related benefits:

Example of linking what you want in a person to benefits in the job:

“Our diverse client base of young families, older families and aged care residents, from both high and low socio-economic backgrounds, will reward your inquisitive mind and give you the variety to keep things interesting.”

“Your interest in women’s health will be supported by both our own focus in this and our established patient base.”

Writing ads – tips

- Write the ad content first and then write the headline
- Keep the headline short
- Don't rewrite or explain the headline in the opening sentence
- Keep a sense of flow or direction in your copy
- Informal grammar (Personal "We, You")
- Short paragraphs, short sentences
- Avoid bullet points in copy – people remember stories not lists
- Always read your copy out aloud before posting
- Avoid repetition
- Write the ad as if you are writing it for one person
- No-one was ever bored into buying something – use interesting words
- When in doubt, take it out

Writing ads – why do ads fail?

- Lack of visual originality or creativity
- Uninspiring headlines
- Nothing new, just an explanation of the job title
- Stale, clichéd or overwritten copy
- Patronising tone
- Copywritten for the writer not the audience

Writing ads – headlines and first lines

Right now just on Seek:
506 ads for GPs in NSW
3,001 in all of Australia

General Practitioner

4d ago

AHP Medical

Darwin

Healthcare & Medical > General Practitioners

Various vacancies for VR & non-VR GPs to work across clinics located in Darwin! Apply now!

☆ Save

General Practitioner - PEP eligible/Private billing/Fantastic Opportunity

7h ago

Envo Health

Shepparton & Goulburn Valley

Excellent remuneration / Partnership available

Healthcare & Medical > General Practitioners

Teaching practice with excellent support towards exam preparation. Replace a retiring doctor; full patient base available. PEP eligible. 0451 003 518

☆ Save

General Practitioner

6d ago

Newstead Medical

Launceston & North East

Healthcare & Medical > General Practitioners

Part or Full-time GPs needed for GP and Urgent Care work in Launceston, Tasmania. Please contact us to discuss this exciting opportunity further.

☆ Save

General Practitioner

5h ago

Moffat Beach Family Medical Practice

Sunshine Coast

Healthcare & Medical > General Practitioners

General Practitioner VR - Moffat Beach, Sunshine Coast, Queensland.

☆ Save

General Practitioner | Telehealth | Work From Home

6d ago

Healthcare Professionals Group

Hobart

\$100k - \$300k p.a. + Flexible roster & lucrative o


Healthcare & Medical > General Practitioners

GPs can WFH. Telehealth service operating 24/7. 65% billings. Immediate start. GP owned company. Potential gross billings of \$40,000 fortnightly.


☆ Save

Personality is important

Show a personality that candidates would like to associate with (people are strongly driven by this association)

 [Sign in or Register](#) | [Employer site](#)

[Job Search](#) | [Profile](#) | [Career Advice](#) | [Company Reviews](#)



GP in Beachside South Sydney

Alecto Australia Medical Recruitment

Sydney • Southern Suburbs & Sutherland Shire

Healthcare & Medical • General Practitioners

Full Time

Posted 7d ago

[More jobs from this company](#)

[Apply](#) [Save](#)


Join a well-established practice near the coastal suburb of Cronulla. Swap out the hustle and bustle of the city for sea change lifestyle.

About the practice:

- Well established practice
- Mixed billing
- Privately owned by a very experienced practice owner
- Parking available

About the role:

- 3 month guarantee - \$150 per hour
- 3-4 days per week available

 [Sign in or Register](#) | [Employer site](#)

[Job Search](#) | [Profile](#) | [Career Advice](#) | [Company Reviews](#)

General Practitioner | Apply Direct Incentive

[Share](#)

Botany Road Doctors

Sydney • CBD, Inner West & Eastern Suburbs

Healthcare & Medical • General Practitioners

Full Time

Posted 13d ago

[More jobs from this company](#)

[Apply](#) [Save](#)

Hello Doctors! Botany Road Doctors | Full / Part Time Weekdays or Weekends - Flexible | Apply Direct Incentive.

Competitive Rates | Full Support | Built with Care | Doctor Owned and Operated

Botany Road Doctors is a state of art Medical Centre located in the heart of Rosebery, serving the customers from Rosebery, Alexandra, Green square, Zetland, Waterloo, Mascot, Beaconsfield and other surrounding areas. These areas have modern high-rise apartments with young families, retirees and some commercial industries and warehouses.

Please note:

- Practice is very close to Sydney CBD.
- Clinic recently **acquired 16,000 patient's** data base from a local medical centre and is busy. Able to offer full books 30+ patients from day one.
- Mostly Appointment based - 4 patients per hour and are flexible.
- **6 month Locum doctor is finishing soon.** Best time to join and build patients base.
- AGPAL accredited, USYD Medical and Nursing students training clinic.
- Currently have 8 GP's (4 male & 4 female).
- Allied health - Physio, Dietitian, Podiatrist and Psychologist.
- Specialist - Cardiologist, Audiology - National hearing care.
- Pharmacy and Radiology NEXT DOOR, opposite IGA super market and a beautiful park behind the clinic.
- Onsite Pathology - Open 5 days with a blood collector.
- Offering COVID vaccination both AZ & Pfizer.
- Full time registered nurse, assisted care plans and health assessments.
- Bulk billing, average per patient is at \$65+ per patients.
- Open 7 days and flexible, Mon to Fri 8-6pm, Sat & Sun 9-1.
- Close to public transport, walking distance to Green Square train station, on a very busy road and high street visibility.
- Staff and patients parking available.

Websites are important

- What are your priorities?
- What are your interests?
- What environment have you created?
- What's in it for a particular type of GP?



602 terrigal drive, erina

02 4365 4999 

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meet the team

We are proud of our highly qualified, diverse and friendly team.



Dr Natalie Cordowiner

B.Med (Hons) FRACGP DRANZOG

Dr Cordowiner graduated in 1995, completed her GP training at Women's Care and Family Practice in 1999 and never left. Her main areas of clinical interest are women's care and child health. In addition to her work at the surgery, she works with Dr Bill Munro at the Central Coast Obesity Clinic. She is also on the Antenatal Shared Care Steering Committee, is a board member for the Bridges After Hours GP Service, a member of the Clinical Governance Committee for the Central Coast NSW Medicare Local, is an examiner for the RACGP (Royal Australian College of General Practitioners) and [Read More](#)



Dr. Georgia Page

MB.BS BSc FRACGP DCH

Dr. Page graduated from Sydney University and has been working on the Central Coast since 2002. She has many interests, particularly enjoying Women's health, pediatrics, preventative health, and men's health. She is dedicated to the recruitment and training of future GPs. She is a medical educator for GP Synergy, regularly lecturing and supervising the GPs of tomorrow, and is also an examiner for the RACGP (Royal Australian College of General Practitioners). She is a surgical assistant for the orthopaedic team and provides on-call services for victims of sexual assault at Gosford Hospital. As well as all this, she is a [Read More](#)

Websites are important



If a picture tells a thousand words.... ...a video tells a million.

1. Begin with candidate aspirations or fears
2. Talk about how your employment experience achieves these aspirations or overcomes these fears
3. Provide evidence
4. Talk about how it feels to achieve aspirations or overcome fears.



Video cuts through



Video doesn't need to be expensive



Video doesn't need to be expensive



Video can show personality



Social Media



Your Family Doctors at Erina

6 August at 20:24 · 🌐

Happy Friday! 🥳 It's been another big week at YFD as we welcomed our new doctors Dr Abbi and Dr Nick and also farewelled our lovely medical student Bonnie. Having Bonnie with us allowed us to reflect on why we love our job so much and what a privilege it is to be a GP and care for our patients. We hope to see Bonnie back here as a GP in 5 years - no pressure 😊

#generalpractice #caringforthe coast #medicalstudent
#yourfamilydoctors #medicine



👍❤️ 41

1 comment



Your Family Doctors at Erina

5 August at 13:07 · 🌐

The YFD team would like to give a big welcome to Dr Abigail Fox who has also started at our practice this week.

Dr Abigail Fox completed her medical studies in 2016 at the University of Sydney followed by hospital training at Concord Hospital and GP training in Sydney. She has particular interests in paediatrics, preventative health and caring for the LGBTQI community. Abbi enjoys the variety of general practice and aims to deliver quality care to patients of all ages. Outside of work she enjoys exploring the beautiful NSW coastline.

Dr Abbi will be available to see our patients on Wednesday's and Fridays. 😊

#yourfamilydoctors #caringforthe coast #generalpractice


WELCOME
DR ABIGAIL FOX








👍❤️ 48

9 comments 1 share

Social Media




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Johnna Palic, MHA
 Administrative Fellow at Mayo Clinic

Followers 424



Johnna Palic, MHA (She/Her) • 3rd+
 Administrative Fellow at Mayo Clinic
 10mo • 🌐

How people spend their time away from work has a huge impact both on themselves and the community. That's why I love fostering dogs through KC Pet Project! 2 month old Scooter here needs 24hr supervision for his broken leg for the next month, glad me and my family can help him get into tip-top adoption shape!



Johnna Palic, MHA loves this



Asher Kaye (He/Him) • 3rd+
Administrative Fellow at Mayo Clinic
2w • 🌐

Reflecting on my first week at Mayo Clinic in Arizona, I am immensely proud to be a part of this organization. In my short time here, I can see that employees live the values: placing the needs of the patient first, emphasizing clinician per: ...see more



Mayo Clinic No. 1 in Phoenix and Arizona on U.S. News & World Report's 'Best Hospitals' rankings

newsnetwork.mayoclinic.org • 3 min read

 91 • 4 comments

 Like

 Comment


 Share

 Send

A screenshot of a Facebook post. At the top, it says "Palic, MHA likes this". The post is from "Chloe Craig Sirmon • 3rd+", with her title "Director - Referring Provider Office, Mayo Clinic Florida" and "2w • Edited". The text of the post reads: "Clinic Florida has again been ranked the the No. 1 hospital in the onville metro area and Florida in U.S. News & World Report's 'Best Hospitals' ggs. Mayo Clinic Florida has ranked No. 1 in the state of Florida fc ...see more". Below the text is a large aerial photograph of the Mayo Clinic campus, showing several large white buildings, green lawns, and a winding path. Below the photo, the text says "Clinic ranked No. 1 hospital in Florida by U.S. News & World Report" and "twork.mayoclinic.org • 3 min read". At the bottom, there is a comment section showing "88 • 6 comments" and four reaction buttons: "Pirring...", "Love this...", "Well deserved...", and "Best of luck...". The "Love this..." button is highlighted. Below the reaction buttons are icons for "Like", "Comment", "Share", and "Send".

Johnna Palic, MHA replied to Sarah Schuller's comment on this

...




Johnna Palic, MHA (She/Her) • 3rd+ Administrative Fellow at Mayo Clinic

3d · 🌐


...

ly Mayo Clinic Administrative Fellowship has gone by already! Here is
ome of my absolute favorite locations of the [Mayo Clinic Florida](#)
[yoclinicAFP](#) #MayoClinic #administrativefellowship



the
Best Hospitals"
a fo ...see more

Report



omments • 710 Views

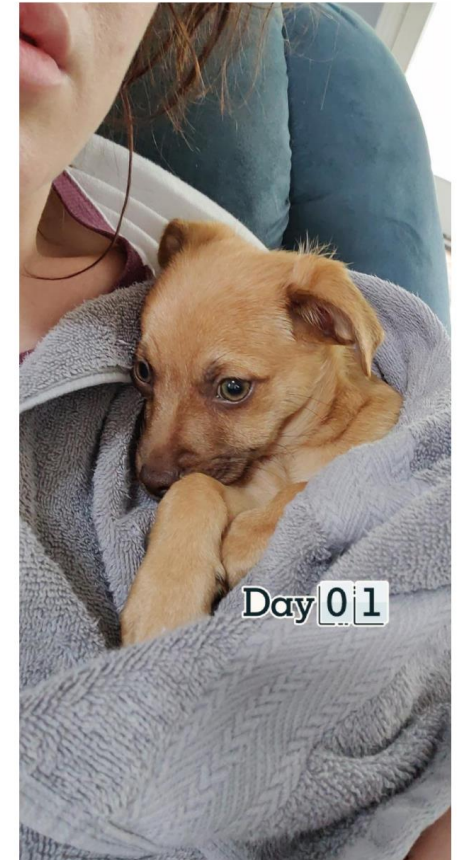
Back... < >

Like

Comment

Share

Send



Recruitment begins as a retention problem

MULTIPLE COMPONENTS OF A JOB OFFER

The Employee Preferences Survey includes multiple measures of satisfaction with 23 elements of the job offer. These job offer components include:

- Development Opportunity
- Work Challenge
- Fairness
- Recognition
- Senior Leadership Quality
- Empowerment
- Advancement Opportunity
- Risk Taking
- Compensation
- Business Strategy
- Entrepreneurship
- Job Fit
- External Equity
- Manager Quality
- Communication
- Internal Equity
- Role Clarity
- Stock Options
- Job Stress
- Coworker Quality
- Job Security
- Work-Life Balance
- Technology Level

Thank you!