

# Recruitment: attracting GPs to your Practice in the New England area

## PHN EDUCATION SESSION

This session will discuss a range of issues to consider when working with a recruiter to attract GPs to join your practice.

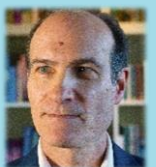
The issues discussed will include:

- Building a relationship with a recruiter
- Identifying the Unique Selling Points of your practice and the position
- Area, location and lifestyle – what does your community offer doctors?
- Achieving results through your job advertising
- Identifying what employment experiences in your practice are valuable to candidates

**SPEAKERS:** **James Wiggins** - Employer Brand Consultant who works with organisations to apply the tools of customer value proposition, employer branding and engagement to achieve their organisational objectives.

**Jessica Fryett-Tigges** - has been consulting exclusively in General Practice Recruitment for the last 12 years and founded *Trust Medical Recruitment*.

**Scott White** – is Communications Manager with the HNECC PHN.



**WHO:** General Practitioners and Practice Managers

**WHEN:** Tuesday 21<sup>st</sup> September 2021, 6.30 pm – 7.30 pm

**WHERE:** Online via GoToWebinar

**RSVP:** Please [click here](#) to register