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(800) 479-1666

# Medical Opportunities Newsletter

August 2009

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## Words from Our Members

"You are one of only 2 physician job boards we're using. By process of elimination we've decided that Medical Opportunities gave us the most for our money."

Jeanne Heyn

Visiting Physicians



## Facebook and Twitter Links



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## Medical Opportunities Services



## The Value of Tracking and Documentation

By Deb Collier

As a non-clinical health care professional, I entered the world of quality measures and performance improvement in the early 1990's when the words "managed care", "capitation", and "measurable outcomes" struck fear in most of my hospital colleagues. We learned to shift our paradigm by considering what our quantitative and qualitative outcomes would be and worked backwards to develop an action plan that would guide us to our measurable goals.



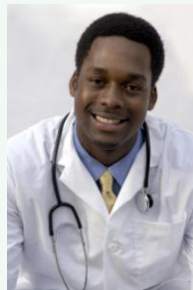
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## Thank You for Your Time: Member Feedback

In May of this year, the Medical Opportunities team implemented a customer service program to reach out to all members on a quarterly basis and gain feedback on our services. Specifically, we want to give members some usage statistics to aid in return on investment (ROI) tracking, update registered user information, solicit feedback on what members like about the site, as well as what they would like to see changed/enhanced, and finally, to gauge the successfulness of our services in meeting our member's recruiting needs.

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## To CV or Not CV?



If you have been a member of one of the Medical Opportunity family of services for very long, you know that there have been changes to the program over the past few years. One of the more recent changes has created some concern among our members and we want to assure you that we hear you! Last fall we changed a guideline that we had lived by since the launch of our first service (Medical Opportunities in Michigan) in 1994. Back then, every single candidate had to provide a CV within 14 days of their registration or they were removed from the database. More recently, the Medical Opportunities team has felt that since the shortage of physicians in some specialties has continued to grow and because some of the physicians that were not posting their

CV's are residents (who are very desirable candidates), we should revisit the policy regarding the CV issue.

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## How to Recruit a J-1 Visa Candidate to Your Practice

By Kim Burley

The shortage of available physicians has forced recruiters and groups across the United States to develop alternative sourcing methods to attract potential physician candidates. One option that is often overlooked or seen as a cumbersome process is to recruit a candidate on a J-1 Visa. A J-1 Visa is a training visa whereby an international medical graduate (IMG) enters the United States for the purpose of engaging in a residency or



## Partners

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fellowship program. Unless the J-1 is sponsored for a waiver, they will be required to return to their home country for a two year period following the completion of their training. To qualify to recruit a J-1 candidate, your facility must be in a designated underserved area.

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## Did You Know? 1,500+ New Candidates Have Registered on Medical Opportunities this Year!

Seventy percent (70%) of those candidates have made their profile "public". In other words, their information is able to be searched on and viewed by members. The remaining thirty percent (30%) of registered candidates have classified their profile as "private". A private candidate is able to view all posted opportunities and express their interest through direct contact with the listed recruiter or through the "manual match" feature on the site. However, their information is NOT available for all members to see, so these candidates will not "auto match" to any opportunities or be listed as a result in any searches our members perform. Keep this distinction in mind as you decide which opportunities to post. A preliminary search of the candidate database is not necessarily a good indication of whether or not you should post an opportunity, as



your search results will represent only 70% of the candidates registered on the site. We recommend that you post ALL open searches to the [Medical Opportunities](#) site to reach 100% of the active candidates (both public and private), thus maximizing your exposure and increasing your success rate.

## Delivering Doctors - Reprint from Health Workforce News June 2009 Edition

The Apgar score for newborn babies is a rather novel concept if you think about it. This fast, simple physical assessment immediately following childbirth and repeated at five and ten minutes thereafter determines if babies are ready to meet the world without additional medical assistance.

[Click here to continue reading.](#)

## Helpful Resource Websites for Recruiters

[Click here to view.](#)

## MEDICAL OPPORTUNITIES UPCOMING EXHIBITING SCHEDULE

### August:

7th Ohio Academy of Family Physicians (OAFP), Dublin, OH  
25th Michigan College of Emergency Physicians (MCEP), Resident Assembly, East Lansing, MI  
30th - 2nd Association of Staff Physician Recruiters (ASPR), Minneapolis, MN

### September:

14th Career MD Cleveland, Cleveland, OH  
25th - 27th Michigan Chapter-American College of Physicians (MACP), Traverse City, MI

### October:

8th - 11th Michigan Academy of Physician Assistants (MAPA), Boyne City, MI  
26th - 27th Ohio Network of Physician Recruiters (ONPR), Columbus, OH

### November:

4th - 6th Midwest Recruiters, Chicago, IL  
6th - 8th Pennsylvania Academy of Family Physicians (PAFP), Erie, PA  
14th - 15th Indiana Chapter-American College of Physicians (IACP), Indianapolis, IN

## Medical Opportunities Contact Information

(800) 479-1666  
[recruitment@mhc.org](mailto:recruitment@mhc.org)