

HOW TO HIRE AN OPHTHALMOLOGIST IN 30 DAYS



Streamline the interview process.

BY JILL MAHER, MA, COE

As the population ages and the demand for ophthalmological services surges, recruiting a skilled ophthalmologist has become more challenging. It is possible, however, to hire a highly qualified ophthalmologist in 30 days. To do so in today's challenging market, the interviewing process must be flawless.

Your practice is vying with countless others for the top talent in ophthalmology. Look closely at your recruitment methods. Does your practice shine brightly among the constellation of opportunities that potential recruits are exploring? Is your interview process more of an asset than an obstacle? This is the time to review your interviewing process thoroughly so that, when the right candidate comes along, you are prepared to make an offer.

Fine-tuning your recruitment strategy is key. This article presents a comprehensive five-step road map to hiring an ophthalmologist within a month (see *Hiring Timeline*).



BUILD A STRONG ONLINE REPUTATION

Your online presence is an extension of your practice. Prospective candidates will Google you, look at your reviews, visit your website, and scrutinize your social media platforms. If you were a potential hire, would you be inspired to join your practice based on its online reputation?

Your online presence should showcase not only your professional competence but also your commitment to employees' well-being. According to the World Economic Forum, in a post-COVID-19 world, candidates value flexibility, work-life balance, and mental health benefits.¹

Potential employees often use resources such as company profiles, careers pages, and company websites to understand your practice's mission, vision, culture, benefits, and

compensation packages. A robust employer brand can make your practice stand out, attracting top talent and indicating a potential fit for candidates.



2

PRIORITIZE COMMUNICATION

Prompt, clear communication is essential in the hiring process. Contact candidates within 24 hours of their expression of interest in your opportunity. Schedule an interview with the managing partner as soon as possible and extend an invitation for an on-site interview during the initial phone conversation. Complete reference checks before the on-site interview to expedite the process.

3

SET CLEAR EXPECTATIONS

Sending an interview agenda at least 48 hours before the on-site interview helps candidates prepare and shows respect for their time. Discuss expectations such as support staff, the number of patients seen, surgical cases, partnership possibilities, and more. Discussing compensation during the first phone interview eliminates guesswork and ensures transparency from the outset.

4

UNDERSTAND CONTRACT NORMS

Offer packages typically include salary plus a production bonus. They also often include moving expenses, signing bonuses, vacation time, continuing medical education allowances, noncompete clauses, professional liability tail coverage policies, and termination notices.

5

STREAMLINE THE TIMELINE

In the current market scenario, candidates are likely evaluating multiple job offers. Because of the fierce competition in the ophthalmology recruitment market, it's crucial to send your best candidate a job offer or letter of understanding within 24 hours of their on-site visit. Prompt action with your strongest offer shows your interest and can help secure top candidates before they accept other offers. Request a signed letter of understanding or employment agreement within a set time frame, typically 10 to 14 days.

CONCLUSION

Improve your hiring process to attract and retain the best talent in today's competitive market. By building a strong online presence, communicating clearly, setting clear expectations, understanding contract norms, and streamlining the interview timeline, you can hire an ophthalmologist in as little as 30 days. ■

1. Torkington S. New job? This is what people are looking for from their next career move. World Economic Forum. December 21, 2021. Accessed June 29, 2023. <https://www.weforum.org/agenda/2021/12/career-planning-new-job-priorities/>

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