



# Canadian Association of Staff Physician Recruiters 2015 Benchmarking Report

# Executive Summary

The Canadian Association of Staff Physician Recruiters (CASPR) Benchmarking Report is designed to help the CASPR membership identify physician recruitment trends and identify potential opportunities to improve efficiency and quality by making available comparative data from peers.

This initiative was led by the CASPR Membership Committee and was supported by the CASPR Board of Directors.

Unless otherwise noted, the charts reflect data from the 2015 CASPR Benchmarking Survey.

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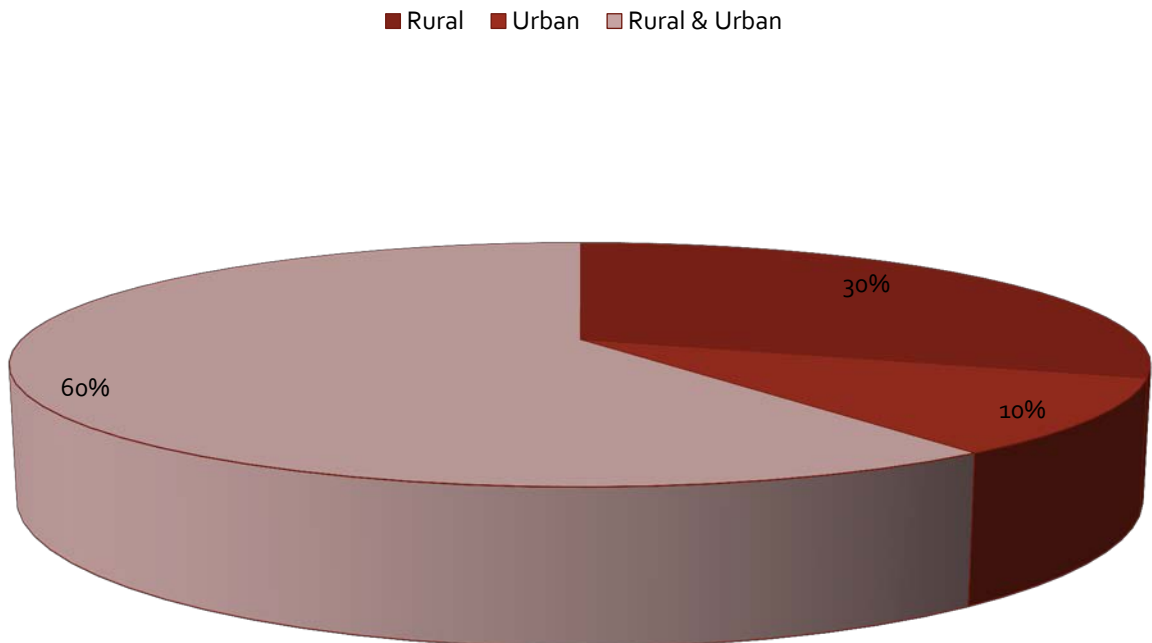
## About CASPR

The **Canadian Association of Staff Physician Recruiters (CASPR)** is a professional organization from across Canada whose members primary role is to recruit physicians for their communities, local hospitals and other healthcare organizations. CASPR membership is exclusive to community and hospital based recruiters – our members are not headhunters or agency recruiters. Membership is open to non-profit Physician Recruiters employed or retained by hospitals, hospital corporations, clinics, health care regions or authorities, public sector, government agencies or communities to recruit and retain physicians for that entity.

## Recruitment Scope

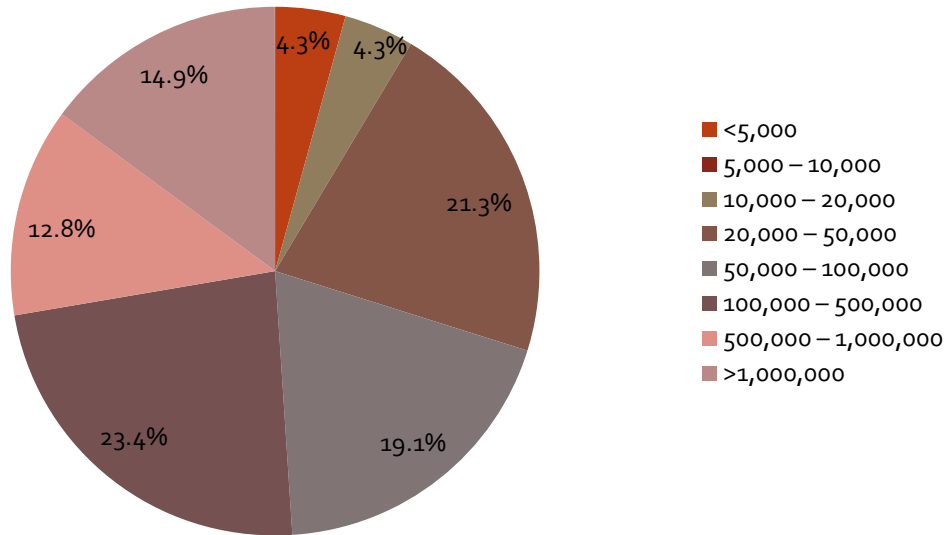
This section provides the scope of recruitment activities indicated by survey respondents.

### Population Served



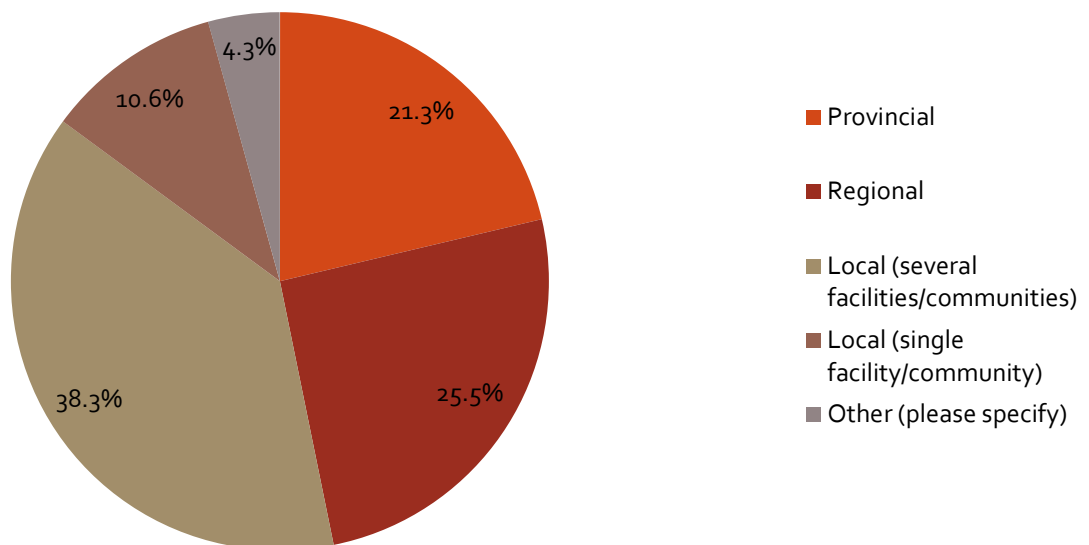
## Population/ Catchment Area Size

The below chart indicates that the majority of the CASPR membership recruits for a catchment area of 100,000 – 500,000 followed closely by the catchment size of 20,000 to 50,000.

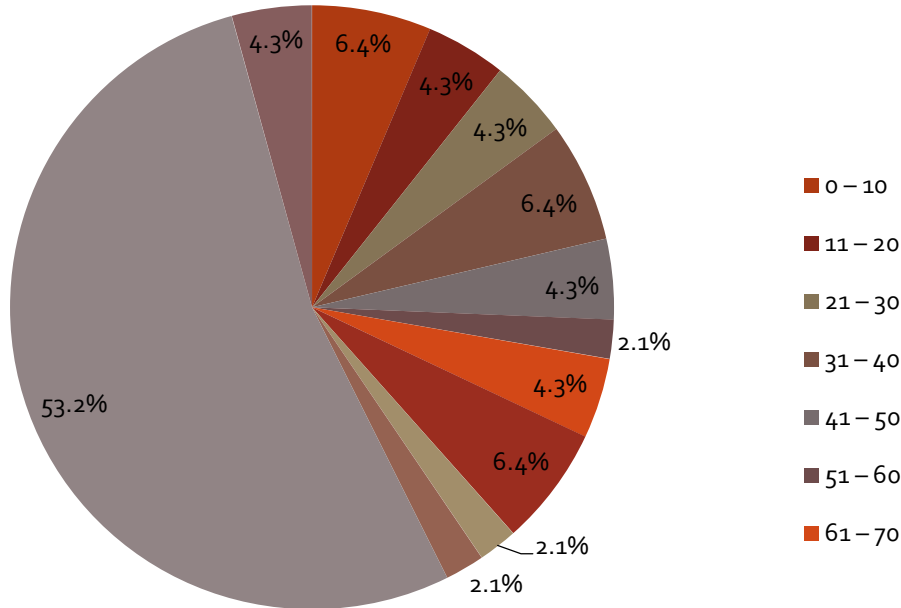


## Organizational Scope

The largest responding numbers of members reportedly work for local organizations, followed by provincial and regional.



## Number of Full Time equivalent physicians working in your catchment area/clinic

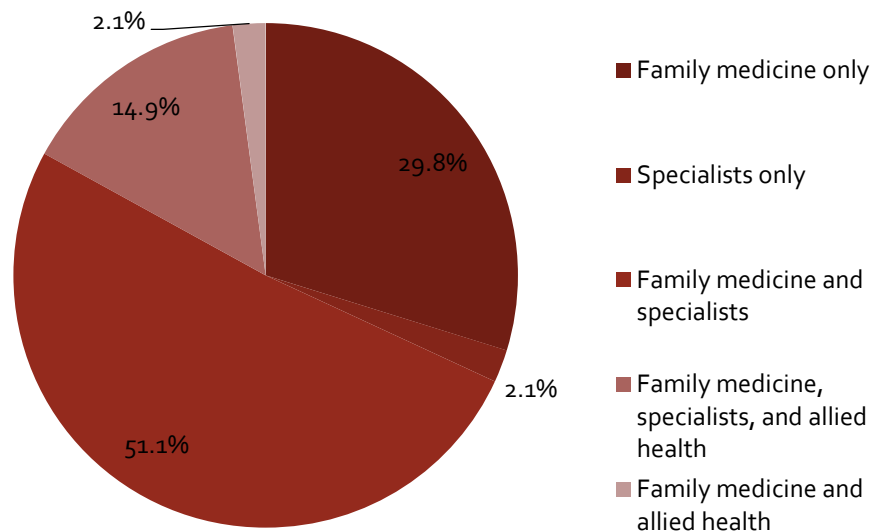


Fifty three percent of the respondents serve a catchment area that includes more than 100 physicians.

## Recruitment Scope

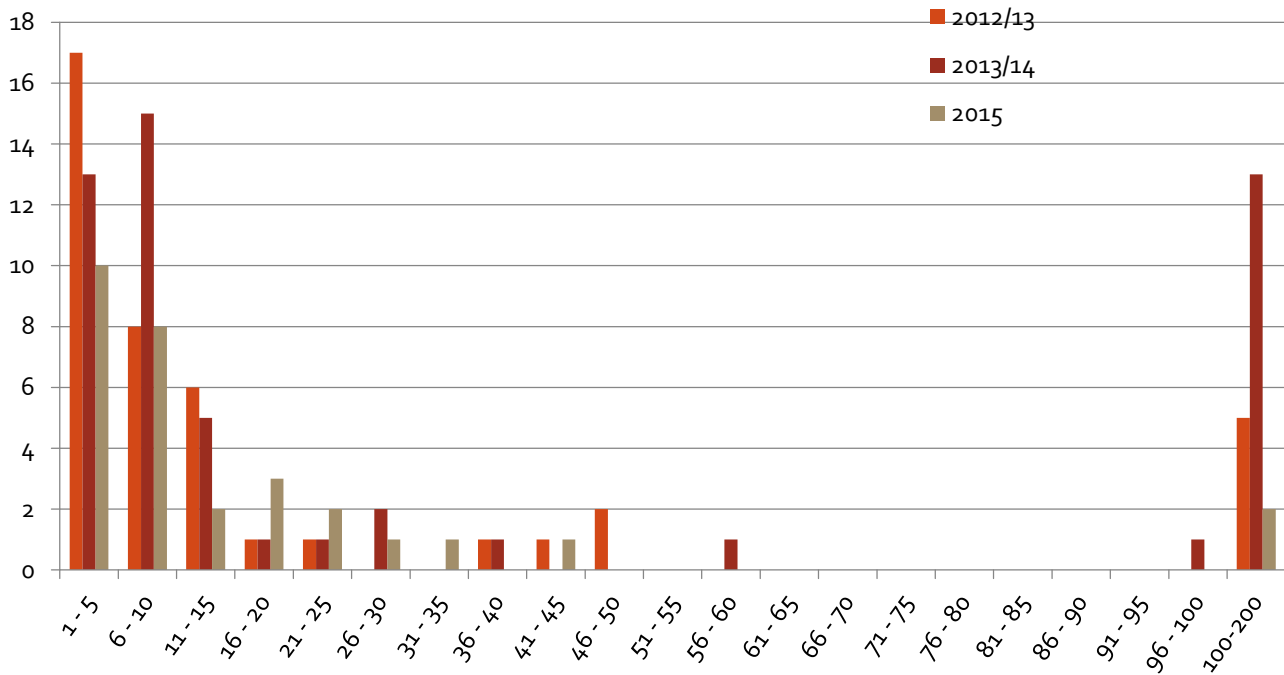
The majority of CASPR members are responsible for recruiting both family medicine and special physicians (approximately 51% followed by 29% recruiting or Family Medicine.

17% of our membership is involved in the recruitment of Allied Health Professionals



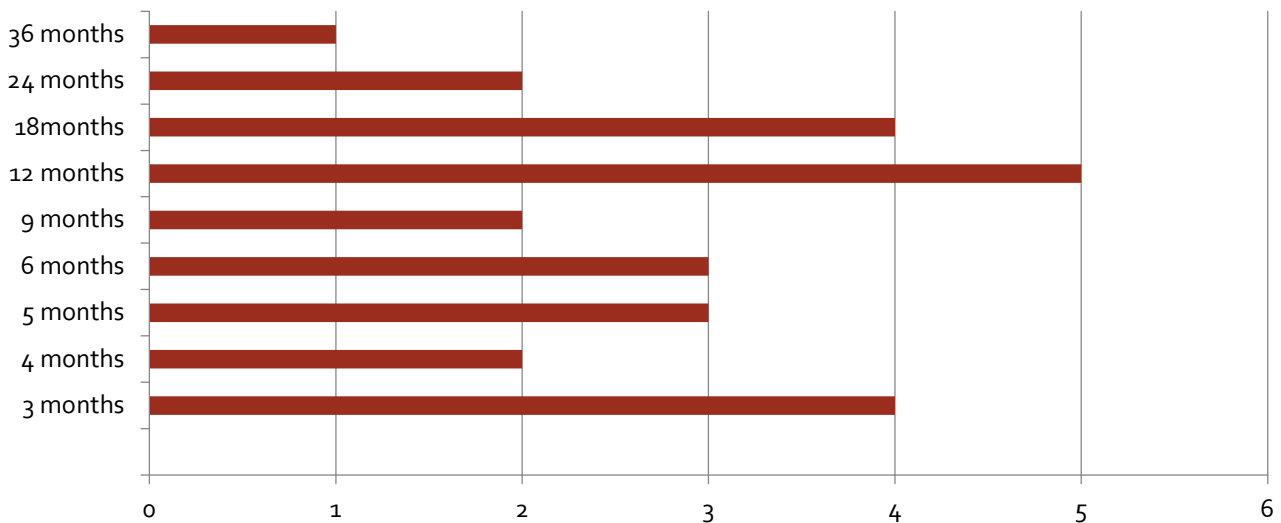
## Number of Positions

The typical responding organizations performed between 5-20 active searches during 2015.



## Average Time to Recruit

This question asked, on average, approximately how long did the recruitment process take from first contact to start date. Twenty eight recruiters responded to this question. The largest number of respondents identified 12-18 months.

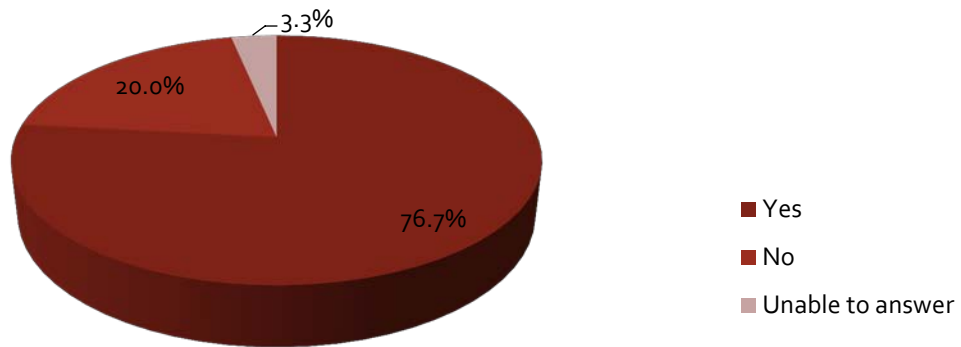


# Recruitment Activities

The CASPR 2015 Benchmark Survey gathered key statistics on recruitment activity. In 2015, Career Fairs that were attended most frequently was the Family Medicine Forum. Provincial agency websites remained the number one posting source.

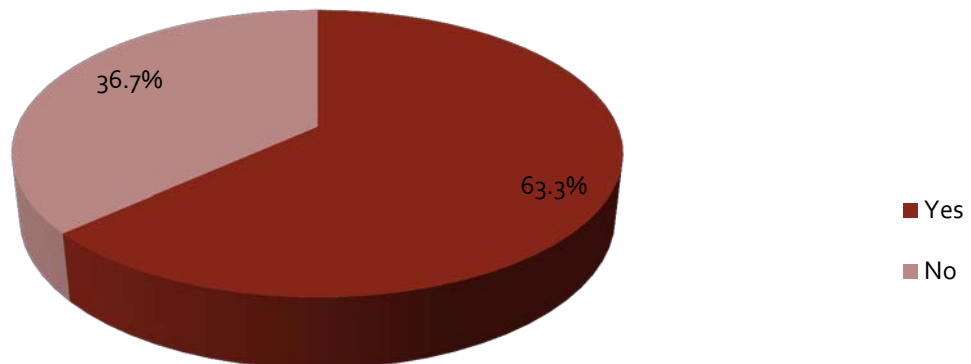
## Incentives

Seventy – six percent of respondents reportedly offer incentive packages as part of recruitment. The most common examples cited are expenses associated with site visits and moving/ relocation assistance,



## Participation in Retention Initiatives

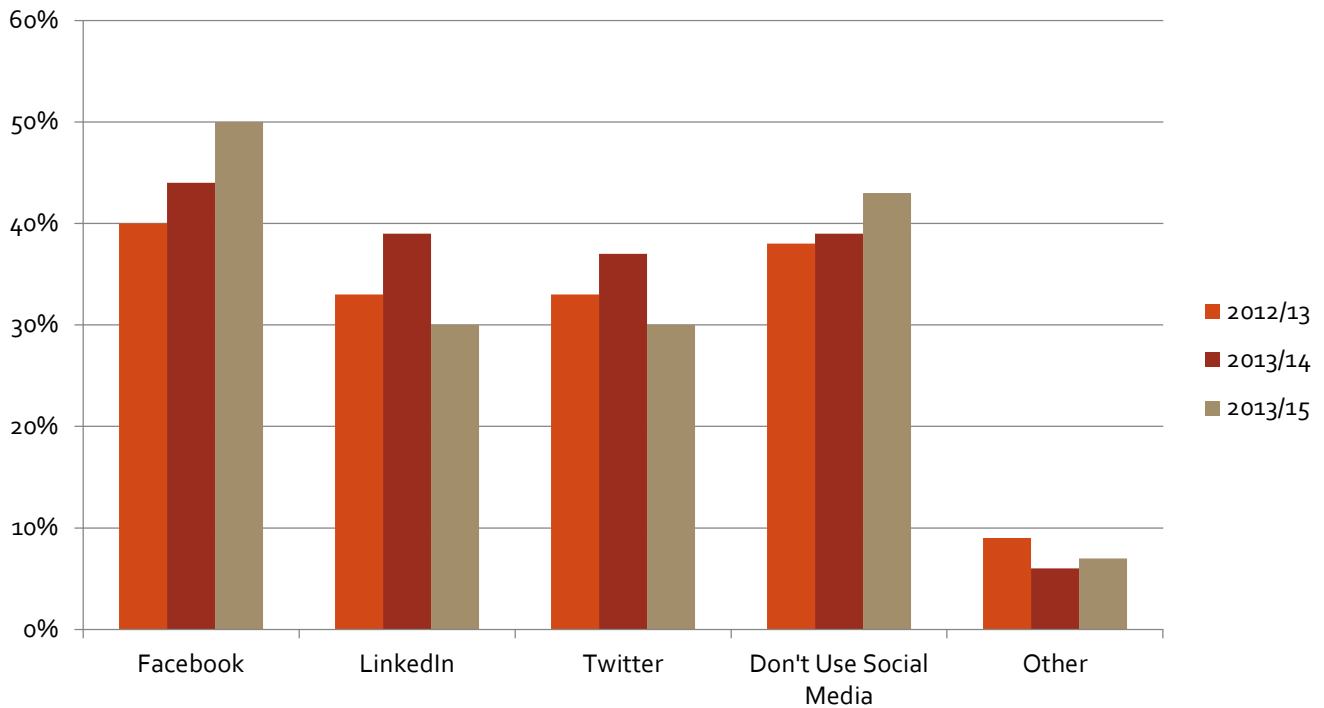
Sixty-three percent of respondents confirmed that retention is a part of their portfolio. Some of the activities cited include physician appreciation celebrations; acknowledge special occasions with small gifts, service awards and assisting physicians to transition to retirement.





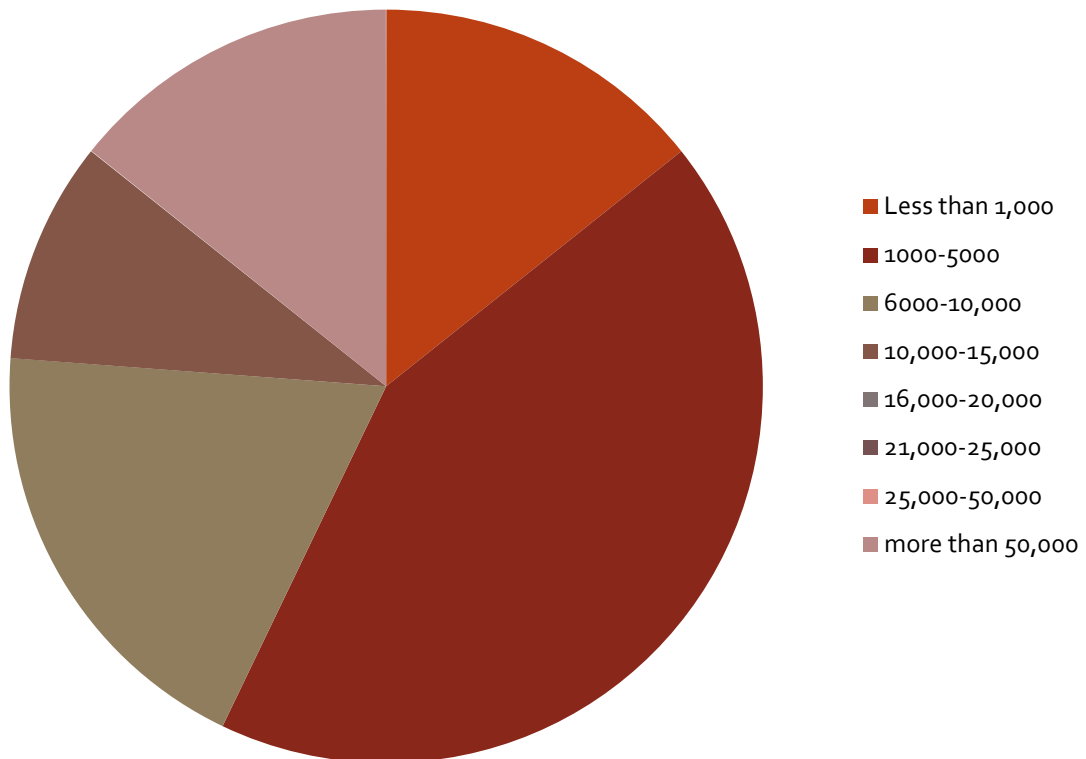
## Use of Social Media

While the use of social media shows a slight increase year over year, reportedly 43% of CASPR recruiters do not currently use social media as a recruitment tool.



## Average Cost to Recruit

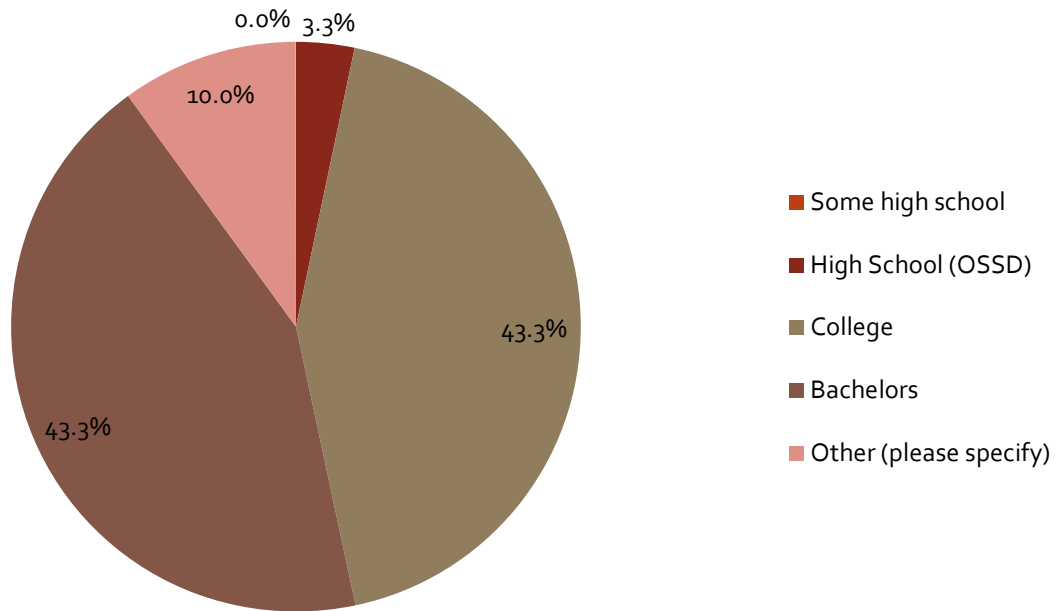
Members had difficulty responding to this question. Of the 30 respondents, 20 were unable to provide an amount and several others provided a range. The majority of 2014 and 2015 respondents report that the average cost to recruit a candidate is a between one to 15 thousand dollars. The reported average cost in 2012/13 was \$24,580 and in 2013/14 respondents reported the average cost was \$27,565. Cost to recruit includes direct costs such as advertising, time spent with the candidate, travel, job fairs etc.



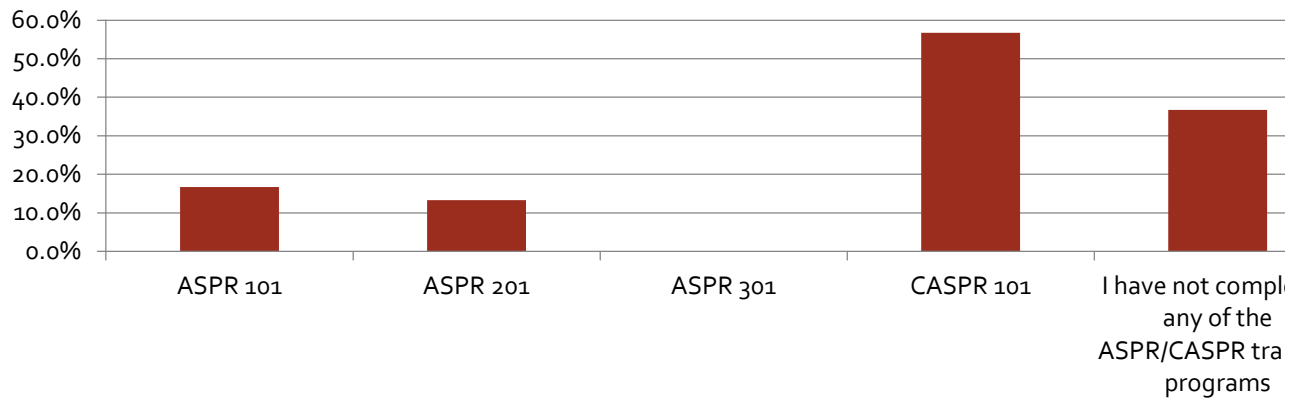
# Membership Demographics

## Education and Training

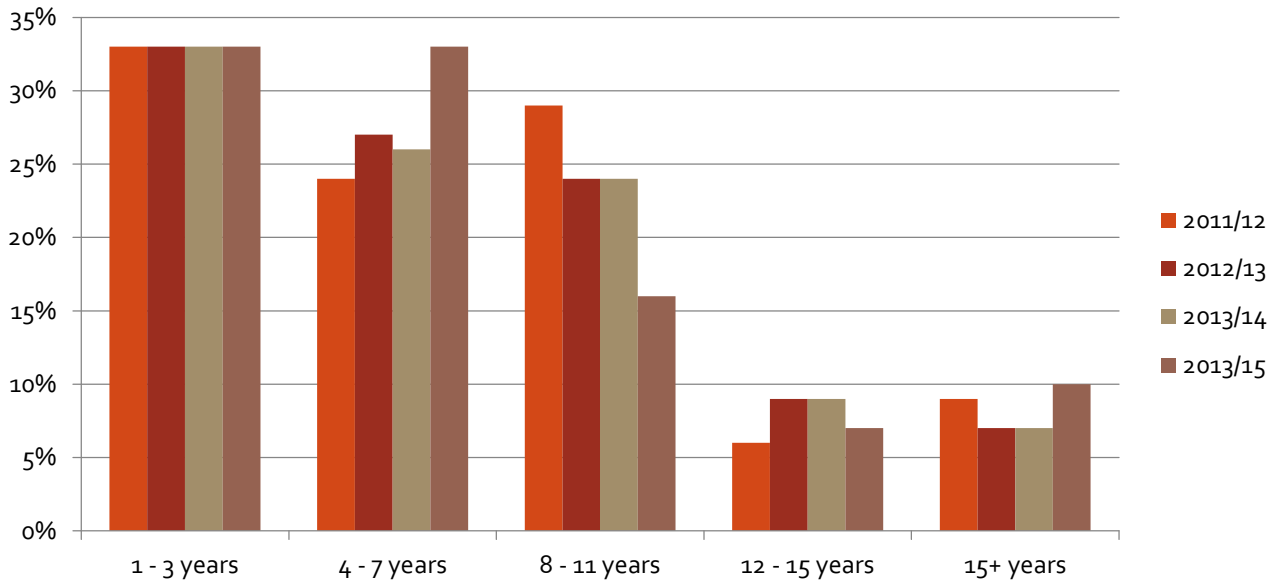
Formal Education



Recruiter Education

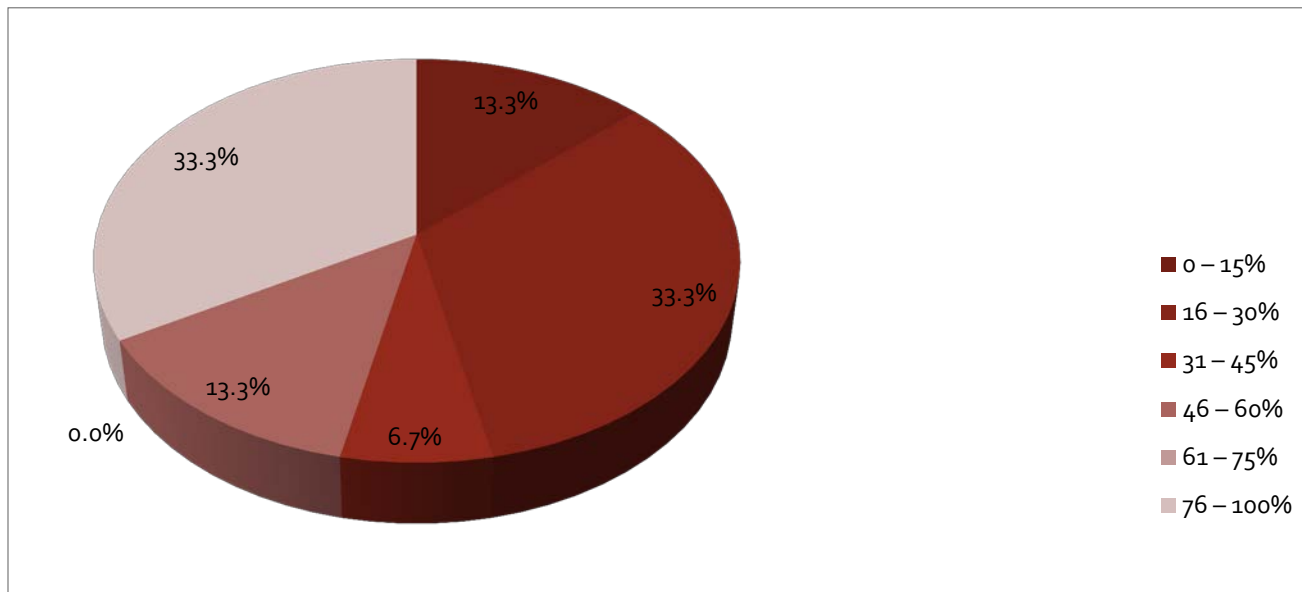


## Years of Experience in Recruitment and Retention

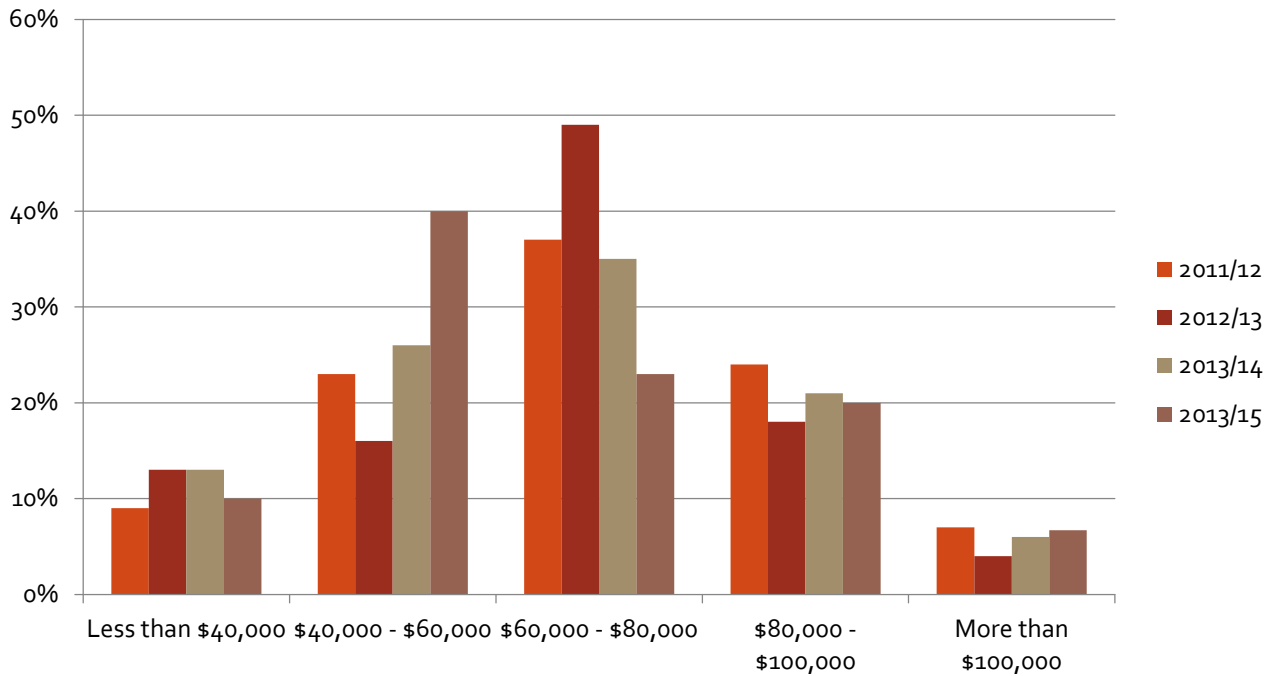


## Percentage of your Day Dedicated to Recruitment

The majority(66%) of CASPR respondents spend over 60% of their day involved in direct recruitment.

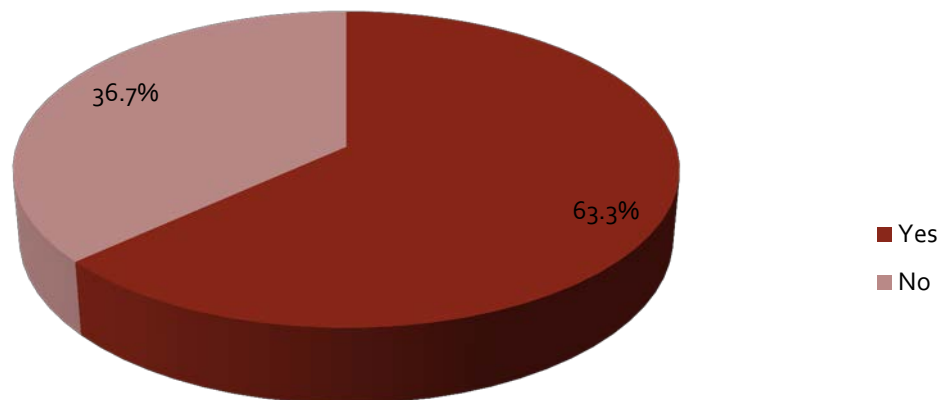


## Current Salary Range



## Benefits Package

The majority (63%) confirmed that they are recipients of an employee benefit package. Benefits include Health (86%), Disability (86%), Life Insurance (77%) and Pension (72%).

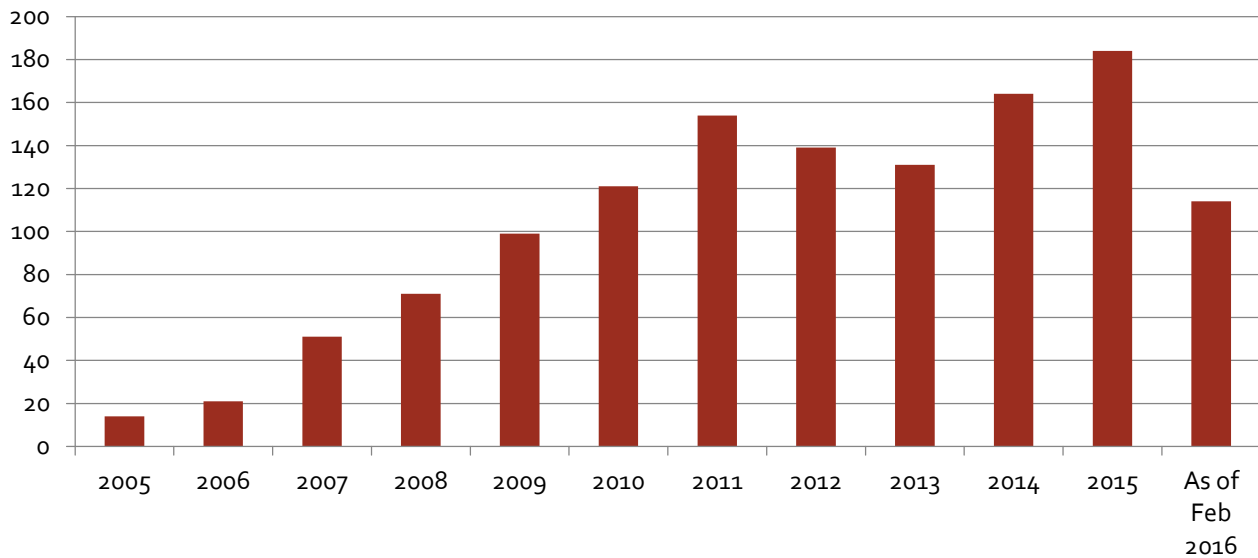


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## Membership Numbers

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CASPR is a growing organization!



## Conclusion

Should you have any questions about the data in this report, please contact CASPR at [info@caspr.ca](mailto:info@caspr.ca).