

# Effective Communication Tips for Physician Recruiters

1. **Know who you want to speak to:** Your audience is a crucial factor to consider when developing messaging. You need to tailor your messaging to resonate with your target audience and communicate in a way that speaks to their interests and needs.
2. **Share stories to be more memorable:** Details and storytelling can be an effective way to engage your audience and communicate your message. By sharing specific examples and stories, you can help your audience understand the impact of your message and make it more memorable.
3. **Align with your corporate strategy:** Your messaging should align with your corporate strategy and values. This helps to reinforce your brand identity and build trust with your audience.
4. **Know when to communicate:** Timing is important when it comes to messaging. You need to consider when and how often to communicate your message to ensure that it reaches your audience at the right time and is not overlooked or forgotten.
5. **Leverage your organizations branding:** Your messaging should be consistent with your brand identity. Branding refers to the overall image and identity of a company or organization, and it can include things like the logo, messaging, values, and reputation. This helps to strengthen your brand and build credibility with your audience.

Other tips when crafting messages for potential candidates:

6. **Leverage social media:** Social media can be a powerful tool for recruiting physicians. Use social media to showcase your organization's brand, share success stories, and engage with potential candidates.
7. **Keep candidates engaged:** It's important to keep potential candidates engaged throughout the recruitment process. Regular communication, such as updates on the hiring process, can help keep candidates engaged and interested in the position.
8. **Personalize your outreach:** Personalize your outreach to potential candidates. Use their name and any relevant information about their experience or

qualifications in your communication.

9. **Highlight your organization's unique selling points:** Identify your organization's unique selling points and highlight them in your communication. For example, if you can offer a great work/life balance, professional development, strong workplace cultures, modern technology or an emphasis on patient-centred care, don't forget to mention it!
10. **Use video and photographs to communicate:** Use video and photographs to showcase your organization and the position you are recruiting for. These are powerful tools for engaging potential candidates.
11. **Use data to support your messaging:** Use data to support your messaging. For example, if you have a high retention rate for physicians, mention it to showcase your organization's commitment to employee satisfaction.
12. **Follow up with candidates:** Follow up with candidates after they have applied or after an interview to keep them engaged and interested in the position. Personalized follow-up can go a long way in building a positive relationship with potential candidates.
13. **You are not alone:** The current recruitment landscape is incredibly challenging. Consider collaborating with your area hospital(s), municipality or other partners to help amplify your voice and efforts. By working together, you can make it easier for physicians to find employment opportunities that meet their needs and preferences.

### **Bonus Tip on Crisis Management**

A key crisis communications tip is to be transparent and timely in your communication. It's important to provide accurate and up-to-date information to your stakeholders, as quickly as possible. This can help to build trust and credibility, and can also prevent misinformation from spreading. Additionally, being transparent about the steps you are taking to address the crisis can demonstrate your organization's commitment to resolving the issue.

### **Recommended Resources:**

Warren Weeks is an Ontario media training guru with an emphasis on crisis communications.

[The Art of the Great Media Interview \(mediatrainingtoronto.com\)](http://mediatrainingtoronto.com)

CHAT GPT – an artificial intelligence writing resource. Use this tool wisely. It can't tell stories, but can stream together facts. [www.chat.openai.com](http://www.chat.openai.com)

***We welcome your questions or comments:***

Abby McIntyre

[amcintyre@brockvillegeneralhospital.ca](mailto:amcintyre@brockvillegeneralhospital.ca)

Fannie Vavoulis

[fvavoulis@ckha.on.ca](mailto:fvavoulis@ckha.on.ca)