



5 strategies for hiring physicians in a high-growth environment

Physician recruitment is tough everywhere, but the challenge has been particularly difficult for The Villages Health. This multi-specialty healthcare system has been racing to keep growing at the same rate as the community it serves: The Villages, in Florida, which is the fastest-growing community in the nation¹.

Here are five key strategies for hiring physicians The Villages Health adopted to address its recruitment challenges, while also keeping existing staff happy and engaged.

1. Allowing physicians to spend more time with patients

The Villages Health provides 30- to 60-minute patient visits, depending on the type of care that's needed. This policy has helped recruit physicians who like the idea of slowing down and spending more time with their patients. Both current and prospective physicians like the emphasis on a personal touch and highly-engaged relationships that the organization's value-based care model allows.

2. Providing additional support staff to physicians

The Villages Health makes it a priority to give physicians the support they need. The organization staffs two dedicated medical assistants for every primary care physician. This allows physicians to hand over certain tasks — like patient callbacks, helping with refills, scribing, and more — and instead focus on patient care.

The Villages Health also aggressively hires nurse practitioners and physician assistants to extend the clinical care team. Once a new physician reaches 20% capacity on their patient panel, The Villages Health begins recruiting for an advanced practitioner, essentially creating a one-to-one ratio between primary care physicians and advanced practitioners.

3. Giving physicians a way to voice their opinions

The Villages Health creates multiple opportunities to share information with physicians and for physicians to voice concerns. This transparency is an effort to ensure physicians are happy and want to stay.

Leadership hosts annual all-clinician lunches to keep a finger on the pulse of what's happening in clinics. These lunches are held at each location, and leadership makes sure to follow up on all feedback and then takes action whenever possible. Additionally, the executive leadership team hosts quarterly all-clinician meetings to share updates on The Villages Health.

An example of how this feedback had led to change is with the "Call Us First" program that The Villages Health rolled out. This program resulted in too many middle-of-the-night calls that didn't need to be handled by a physician. So, the organization pivoted to contracting with an outside service to take after-hour calls. Calls are transferred to the on-call clinician only when appropriate.



4. Focusing on outcomes instead of numbers

The Villages Health follows a value-based care model rather than fee-for-service model, allowing physicians to focus on giving patients the care they need. This approach supports the positive outcomes that a full-risk Medicare Advantage Value-Based model is looking for—and leads to greater physician engagement, more empowered staff, and fewer wasted resources.

5. Adopting tech solutions that benefit both patient and physician

The Villages Health has adopted several new technologies to make life easier for staff members. One example is a keystroke tracker that monitors physician interactions with electronic medical records. This tech helps identify clinicians who are struggling to manage paperwork efficiently relative to their peers and who may need additional training to make this administrative work less frustrating.

This multi-specialty healthcare organization has also integrated its electronic medical records across all specialty areas. This is a win-win for both patients and practitioners, allowing for better continuity of care and convenient access to patient medical histories across specialties.

CompHealth can provide your healthcare facility with the doctors, nurses, and allied professionals you need to provide the best care for your community. Give us a call today to get started.

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1. The Villages lifestyle fuels growth in Sumter. The Villages Daily Sun, Jan. 3, 2022.
https://www.thevillagesdailysun.com/news/villages/the-villages-lifestyle-fuels-growth-in-sumter/article_a3d8c778-6b80-11ec-a423-d7e1a0b7d8ed.html
2. Medicare Advantage Value-Based Insurance Design Model. Centers for Medicare & Medicaid Services, April 6, 2023.
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