

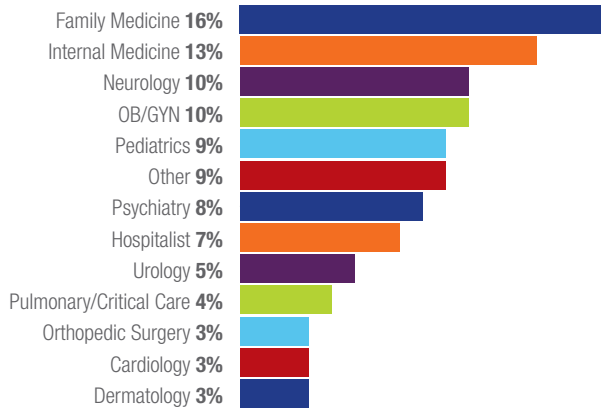
The Delta Companies **2009 ASPR Conference Survey**

25% of in-house recruiters say that providers' concerns over healthcare reform have affected their ability to recruit this year.





What are your most critical specialties to fill at this time?



Attendees at this year's 16th Annual Association of Staff Physician Recruiters (ASPR) Educational Conference in Minneapolis recently took a short, four-question survey from The Delta Companies on the topics of their use of recruitment firms, their most critical specialties to fill, and healthcare reform. The following results are based on their feedback.

HEALTHCARE REFORM

In-house recruiters were asked about providers' concerns over healthcare reform and how it's affected their ability to recruit this year. Three-quarters of the respondents to the survey replied that it has not impeded their recruitment ability, while one quarter answered that it has, in fact, affected their efforts to recruit to their facility.

CRITICAL SPECIALTIES

Recruiters were also asked to share what specialties were most critical for them to fill at this time. Primary care specialties continue to be the most critical to fill with family medicine, internal medicine, obstetrics & gynecology, pediatrics and psychiatry as the top five answers. Outside of primary care, neurology and hospitalist were the next most critical specialties to fill.

USE OF RECRUITMENT FIRMS

To help fill their critical specialties, physician recruiters were then asked about their use of recruitment firms in comparison to one year ago. While the majority expressed no change in use of agencies from 2008, thirty-eight percent did reply that they are using firms more for permanent placement and thirty-one percent are using firms more for locum tenens in 2009.

RECOMMENDING RECRUITMENT FIRMS

A returning question from The Delta Companies 2008 ASPR conference survey was regarding the recommendation of recruiters' primary recruitment firms to their friends or colleagues. Attendees this year were again asked to rank the likelihood of their recommendation on a scale of 1-10. Answers were divided into the three categories of Promoters (9-10), Passives (7-8), and Detractors (0-6). The percentage of promoters minus the percentage of detractors was utilized to calculate the Net Promoter Score (NPS).

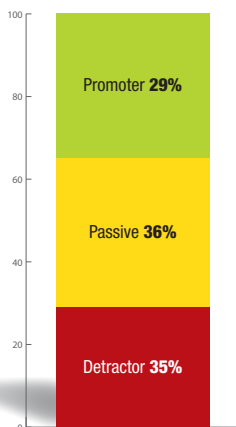
This year's question received feedback totaling an NPS score of -6; only a one point increase from last year's -7. Over one-third of respondents were detractors, leaving their primary recruitment firms with room for improvement if they wish to be referred by their customers to peers within the industry.

For additional market trends from around the healthcare industry, please visit The Delta Companies web site for the latest surveys and data.

ABOUT THE DELTA COMPANIES (WWW.TDCPEOPLE.COM)

The Delta Companies is a recognized leader in the staffing industry since 1997, offering permanent and temporary solutions nationwide for physicians and healthcare professionals through four companies: Delta Physician Placement (www.DeltaPlacement.com), Delta Healthcare Placement (www.DeltaHcP.com), Delta Locum Tenens (www.DeltaLocums.com), and Delta Flex Travelers (www.FlexTravelers.com).

Net Promoter Score: **-6**



On a scale of 1-10, how likely is it that you would recommend your primary physician recruiting firm to a friend or colleague?

