

# The Millennial Multiplier

Recruiting, Engaging and Retaining  
this Physician Population

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# TALKING POINTS

- Who is the next generation?
- Why it matters to healthcare delivery
- How to adapt traditional recruitment to attract this new generation
- Strategies to retain this population segment

“...The *NOW* generation  
has become the *ME* generation...”

**The New York Times**

**Boomers 1976**



**“...They have trouble making decisions.  
They would rather hike the Himalayas than  
climb the corporate ladder.**

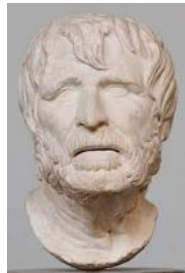
**They crave entertainment but their  
attention span is as short as one zap of a  
TV dial...”**

**TIME**

**Gen X - 1990**



**“...I see no hope for the future of our people if they are dependent on the frivolous youth of today...”**



**Hesiod,  
Greek Poet  
8<sup>th</sup> Century BC**

**“Generations are not boxes that each of us neatly fit inside. Instead, generations are powerful clues you can use to faster connect with and influence people of different ages.”** *(Jason Dorsey)*



# Why does it matter?



- Approaching one-third of physician workforce over age 65
- Aging and growing patient population
- 130,000 provider shortage by 2025
- Residents / fellows – as many as 100+ opportunities
- Luxury of choice – who/what/where

# It matters because...

Generational change in the workplace is not a problem to be solved; it is an opportunity to be optimized.



Integrate the Best  
of All!





1946-1964

1981-2000

2001-TBD

1965-1980

BABY BOOMERS

74 Million

MILLENNIALS

83 Million

GEN X

50 Million

GEN Z

86 Million

- Optimistic
- Driven
- Team oriented
- Hierarchical structure
- Activism

- Entrepreneurial
- Appreciate Technology
- Cautious / seek answers
- Self reliant
- Tolerant of all

- Accustomed to teams
- Respect **earned** authority
- Digitally literate
- Seek the “WHY”
- Balanced lifestyle

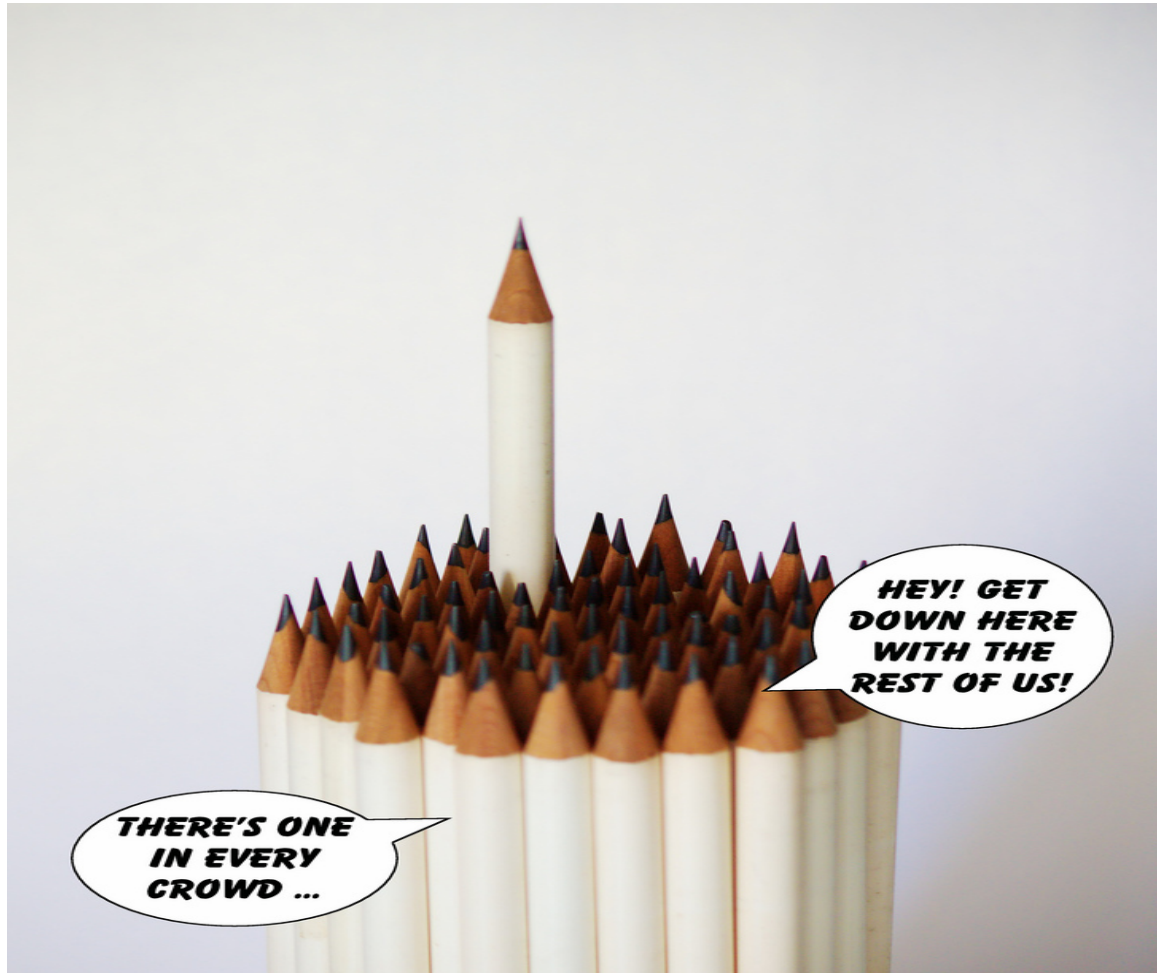


# The Millennial Generation WANTS:

- Hungry for praise/recognition
- Desire to make a difference
- Eager to advance/grow
- Financial security
- Insistent on work/life balance



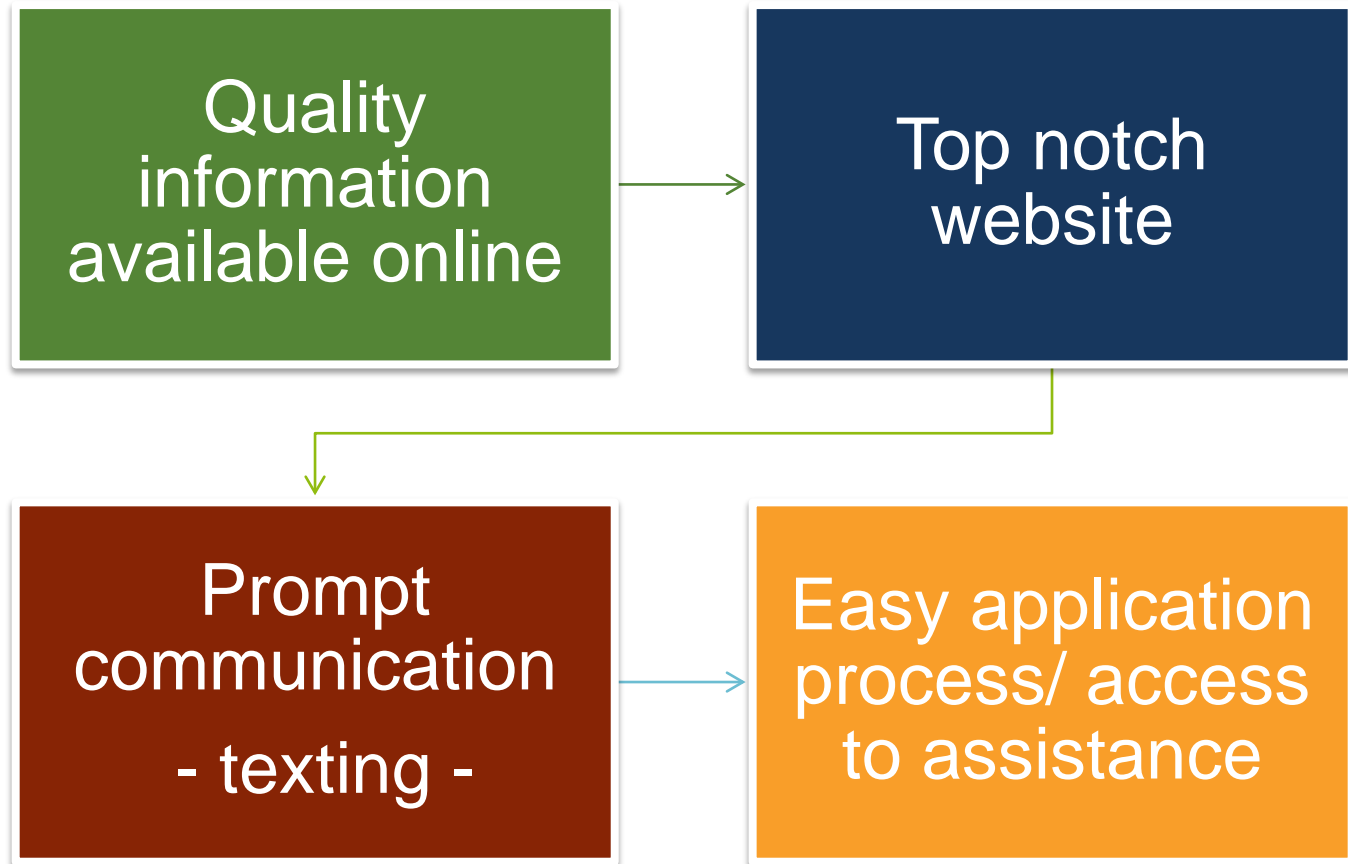
# How will you stand out?





- **Speed**, while developing trust in every interaction is critical
- Utilize **technology** to maximize the recruitment experience

# Discovery/Application Process



# WHAT'S YOUR ORGANIZATION / PHYSICIAN RATINGS ?



# Marketing to Next Generation



Branding – blogs  
/ social media



Implement  
precepting



Lectures –  
speaking  
engagements



Demonstrate  
tech savvy



Conferences  
Career Fairs



Text  
opportunities



Short / sweet / factual











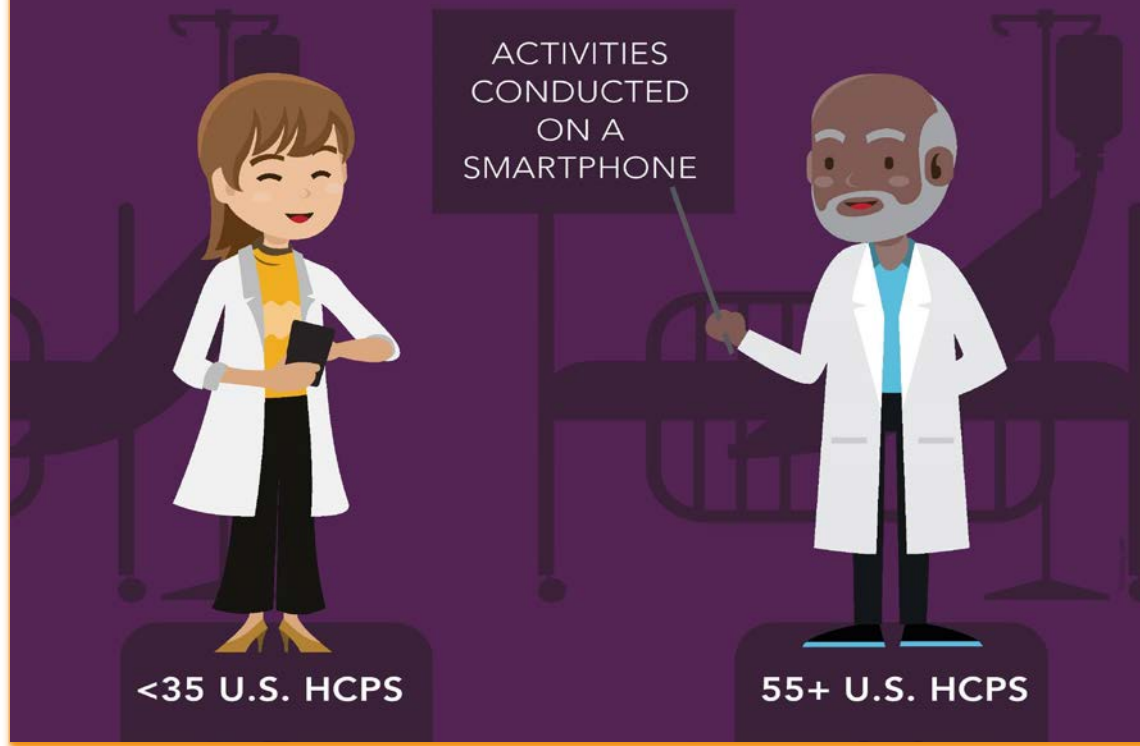
# Dual Interview

# It's not just job fit

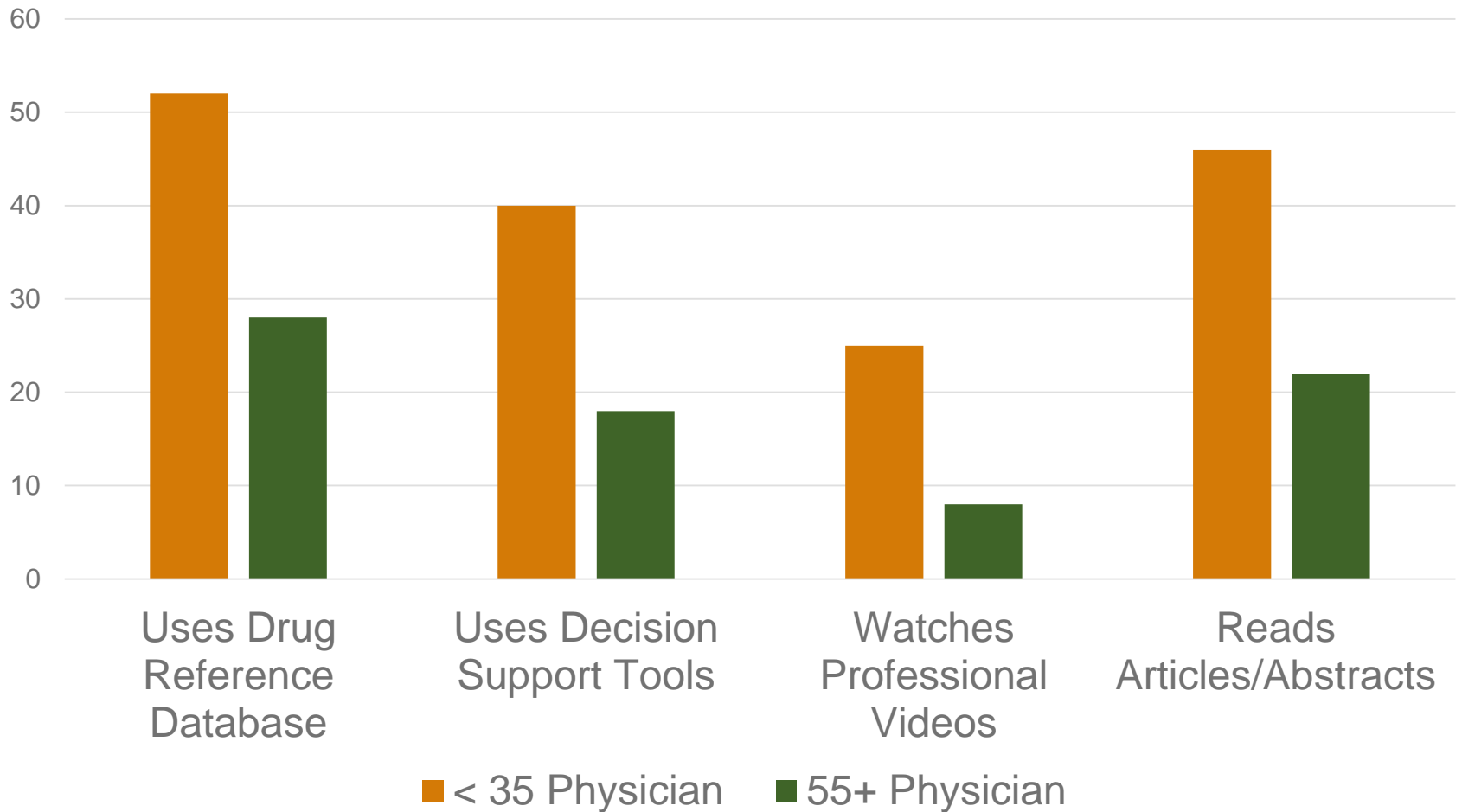
- Spouse / Significant other
- Family
- Culture
- Special needs
- Community
- Social



# NEXT GENERATION PHYSICIANS ARE MORE ACTIVE ON THEIR SMARTPHONES



# Professional Activities Conducted on Smart Phone



# DEFINED PATHWAYS to PERSONAL / PROFESSIONAL GROWTH





**Benefits**

**Incentives**

**Perks**

**THOROUGH CONTRACT  
DISCUSSIONS / EDUCATION**

**NO  
SURPRISES**

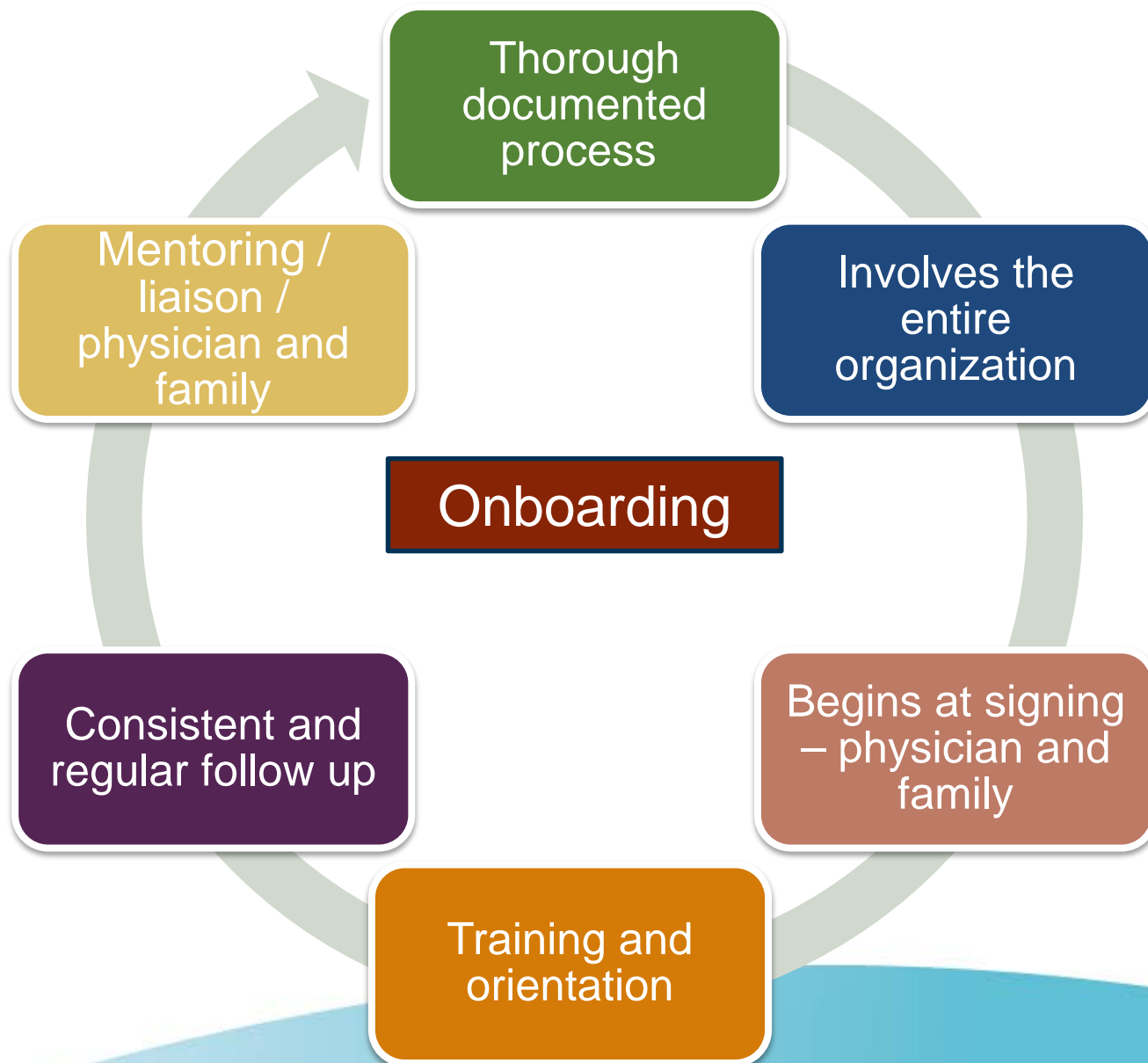


# **A SMOOTH and TIMELY RECRUITMENT to HIRE PROCESS**



**Sets the impression of organizational  
functionality/efficiency**

# GET ONBOARDING RIGHT





# Continual Engagement Key to Retention

Mentorship Opportunities

Committee Assignments

EHR Development


Social Media Expansion

Population Health Research

Service Line Leadership



# Generational Strengths in Teams



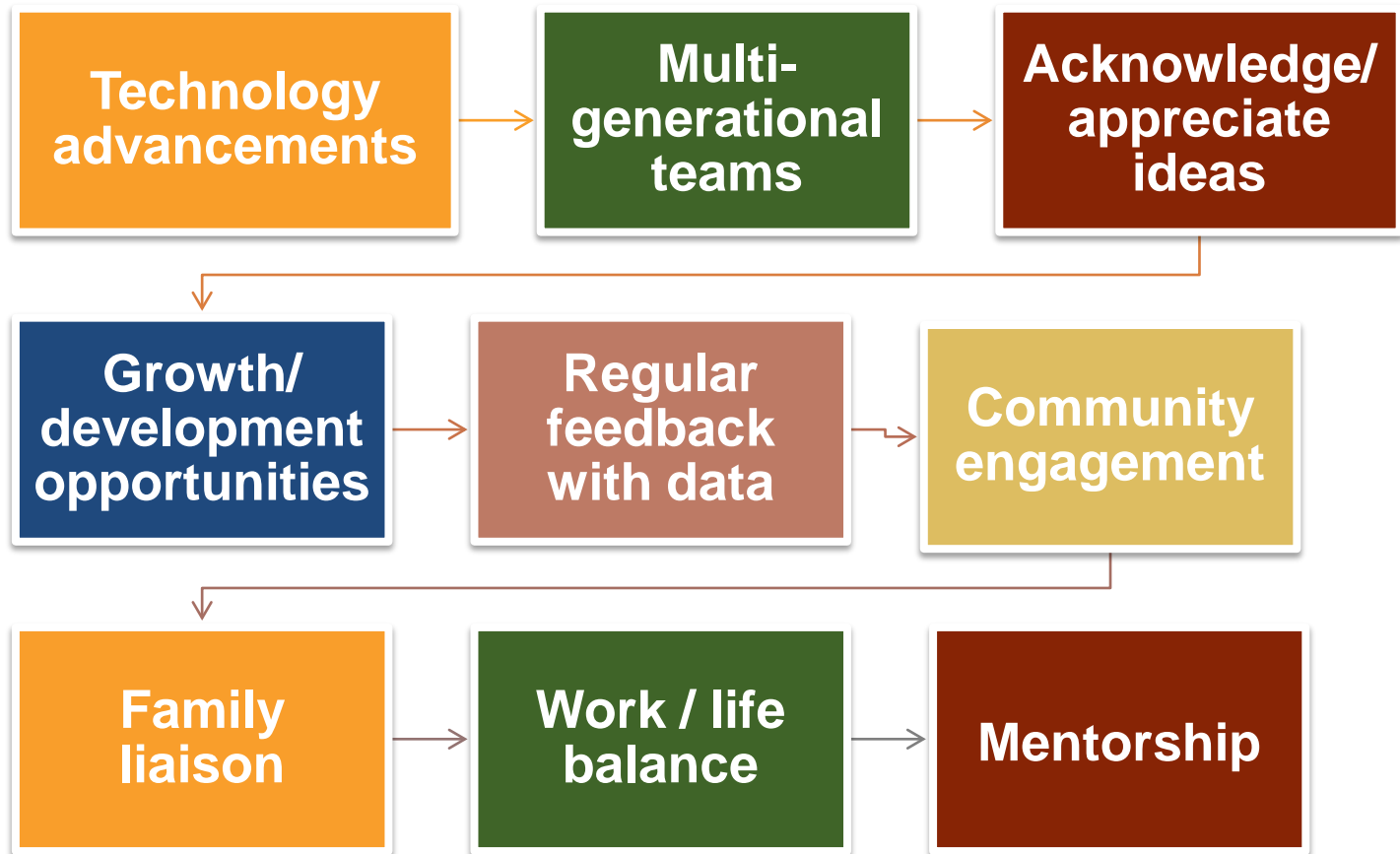
**EVERY GENERATION  
BRINGS SOMETHING  
NEW TO THE  
WORKPLACE THAT IS  
USEFUL WHEN  
LEVERAGED WITH THE  
KNOWLEDGE OF ALL  
GENERATIONS.**

**TOGETHER WE MAKE  
IMPACT  
CHANGE...NOTHING  
WORTHWHILE CAN  
HAPPEN WITHOUT  
INPUT FROM ALL  
GENERATIONS**



# No beginning - No end

## Recruiting / Retention / Continual Process



# CONCLUDING THOUGHTS



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**Thank  
you!**

