Client Assessment

Concord Otolaryngology
Concord, New Hampshire

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In today’s physician recruiting environment, physician recruiting incentives and strategies must be properly structured to be successful. Merritt Hawkins & Associates provides the expertise to create effective physician recruiting plans and the resources to execute them. In the following client assessment, Claudette V. Brown, Administrator of Concord Otolaryngology in Concord, New Hampshire, discusses how Merritt Hawkins assisted her group in creating a strategic recruiting plan and completed the search by recruiting qualified candidates.

“We were looking for two well-trained, board-certified or eligible otolaryngologists who wished to practice general otolaryngology in a small private practice. Our physicians desired candidates with excellent professional and communication skills, willingness to participate in hospital and community activities, and the desire to relocated and practice in New Hampshire for ten or more years.”

“There is a small pool of new otolaryngology graduates entering the market. As a result there is great competition throughout the country, particularly for new graduates. We were challenged to compete with starting salaries and benefits offered in large cities for new graduates and experienced candidates. In addition, we are dealing with geographic challenges. Though we offer beautiful lakes, mountains and the ocean, many candidates are looking for the diversity of metro areas.”

“We were impressed that Merritt Hawkins sent two representatives to visit our practice to meet our physicians and administrators and to perform an on-site evaluation. They developed our practice profile and worked with us to set up appropriate recruiting parameters based on our needs and on their experience in the field. A personalized letter campaign was promptly generated and our Northeast Merritt Hawkins recruiter thoroughly screened and interviewed prospective candidates and spouses prior to their coming to interview with us. This assured us of a “good fit.” Merritt Hawkins was able to refer many qualified candidates to our practice.”

“Merritt Hawkins’ biggest strengths and assets are their well trained regional recruiters. In our case, we worked with a few different recruiters who were all very personable, went out of their way to become very familiar with our practice, our city and our state. They sought out qualified candidates who fit our practice profile.”

“I have already recommended Merritt Hawkins to others and would use the firm again.”