

**Whatcom Alliance for Healthcare Access
Physician Recruitment & Retention Program**

Ideas for Integrating the New Physician into the Community

Elements **before the new physician starts:**

- Move coordination possibly by contracting with a relocation organization,
- Notifying ALL parties of physician arrival:
 - Sending a memo of introduction and arrival date information,
 - Sending reminders of arrival date and individual responsibilities for new physician orientation.

Elements for the **first days:**

- Schedule orientation meetings (See "[Your Practice's New Physician Orientation Checklist](#)"),
- Provide medical society directory & enroll in new physicians group,
- Provide peer introductions,
- Introduce to vendors and any other visitors to the practice,
- Provide a thorough community orientation plan for both the physician and his/her family. Designate a staff member or ask the WAHA Recruiter to assist with this.

Elements for **the first year and beyond:**

- Create a marketing plan for the practice introducing the new physician:
 - Possibly contract with a marketing consultant.
 - Establish clear expectations about who is responsible for promoting the new physician.
 - Consider, design and implement plans for:
 - Marketing materials such as newspaper ads and direct mailings,
 - Plan open houses and receptions.
- Create a plan to monitor the satisfaction of physician & family that includes:
 - A physician buddy system and/or mentoring program (See "[Ideas for a New Physician Mentoring program](#)"),
 - A system where a designated staff member checks-in monthly with the family,
 - Annual social events that include family such as summer picnics & holiday parties.