

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

Develop and Implement an Advertising Plan

Service Description

If your practice is ready to start recruiting a physician for an open position, you will want to have a plan for posting & advertising the position.

If your practice is a Whatcom County **priority practice** (as designated by the annual “Physician Supply Survey”), WAHA can assist you with the development of a comprehensive plan for advertising your open position. Services provided could include:

- Development of an advertising plan by WAHA based on your practice’s needs and/or specifications.
- Researching advertising strategies such as posting on specialty association websites.

Please note:

- The medical practice is responsible for any fees involved in the strategies chosen.
- All elements of the advertising plan will be agreed upon **before** WAHA implements any of the chosen strategies.

For **any practice** (priority or otherwise), WAHA offers the following advice & resources.

WAHA recommends:

- Liberal use of free website advertising.
- Website advertising in general.
- Using your own contacts to “get the word out”.
- Promoting our community (healthcare & at-large community) in all recruitment materials.
- However you choose to promote the position, make it easy to respond.

WAHA does **not** recommend:

- Print advertising & mailings.
- Advertising in newspapers.

Related WAHA resources available:

- [“Job Posting Template”](#)
- [“Advertising Plan Checklist”](#)
- [“Advertising Sites to Consider”](#)