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TheDocHunter Advice from the Recruitment Guru

## You're Moving Where?

By Larry Wills



As a recruiter, I can tell you we strive to list the good points about a community, but sometimes it can be a challenge. Years ago, a medical director asked that I create a flyer for a particular opportunity. Since the community didn't make the list of the top 1000 places to live in that state, the task was quite difficult. It was a great practice, but I couldn't think of anything positive to say about the area. So I titled the flyer, "There is nothing good to say about <This City> except \$150.00 per hour," and sent it to the director. He called and said, "Larry, you're wrong. The good thing is that there's an airport to get us out of here." I

guess that put it in perspective, but it also brings up the question—other than the practice itself, what aspects should one consider when choosing a job opportunity?

**FAMILY:** A single physician moving to a small community may not be the best fit. However, physicians with families may be searching for a town where there are good schools and the sidewalks roll up at 9:00 p.m. And always, always make sure your spouse is involved in the decision! I can't count the number of times I have heard, "We're moving back home because my wife/husband doesn't like it here." If children are part of the move they too should be

part of the decision process. One of our physicians moved his family from California to Texas for the high compensation. Two years later he moved his family back to California because his sons had a difficult time assimilating into the school system.

**LIFESTYLE:** Consider your interests outside of medicine. Whether it's rock climbing or the opera, it is important to choose the opportunity that fits those preferences. Finding a location that suits the activities and hobbies you list at the bottom of your CV should be near the top of your search criteria. Research the area well. The internet is a good source for statistical, cultural and demographical information, but it can't tell all or create the "feel" of a community. A practice low on your list because of location could move up after you talk with the physicians in the group to discover rock climbing is big in the area, or the city has a state-ranked soccer league for your superstar son or daughter.

I would recommend when you go for the interview, plan on more than a day or two. If possible, meet with the other group members, a real estate agent, principle of the local school, local clergy, and even take a stroll through the community shopping mall. Another suggestion, consider working part time with the group to get a feel for the ED and community before committing to move the family to a location unknown to them.

Oh, it may be a good idea to make sure there is an airport nearby, you never know...

The Doc Hunter  
Larry Wills

Wills has been a medical recruiter for 29 years, for the Air Force and Fischer Mangold before joining TeamHealth. Wills has spent 20 years recruiting specifically for emergency physicians.

