



2022 Provider Practice and Relocation Preference Survey

Understand what today's provider is looking for in their next opportunity to help you attract ideal candidates.



The Medicus Firm



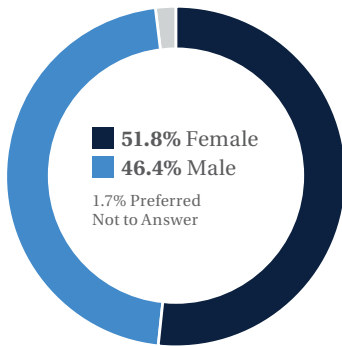
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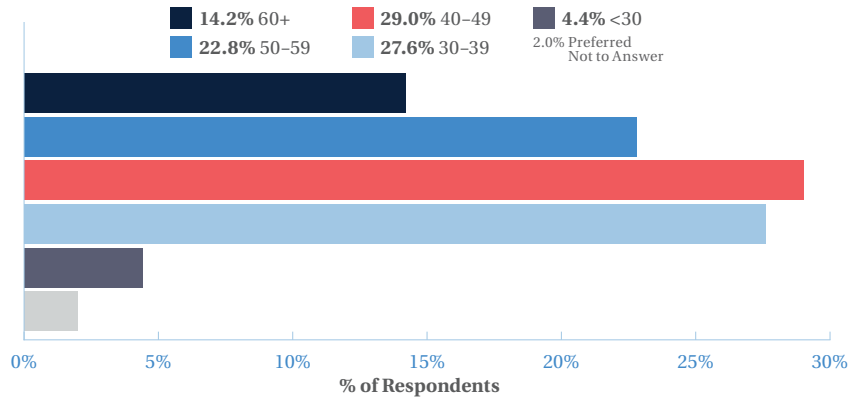
The Medicus Firm conducted its 19th annual Provider Practice and Relocation Preference Survey to assess providers' practice and geographical location preferences. This survey was conducted in April 2022 via a third-party survey program. Invitations to participate in the confidential, anonymous surveys were emailed to U.S. healthcare providers via The Medicus Firm's proprietary physician database. Over 2,200 physicians and advanced practice provider professionals in a variety of specialties responded. No honorarium was offered for participating.

Survey Methodology

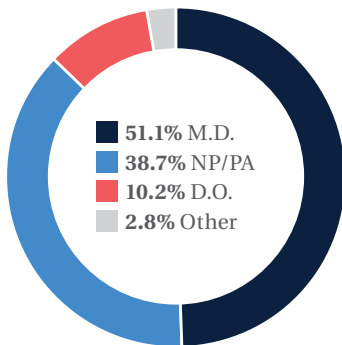
Gender



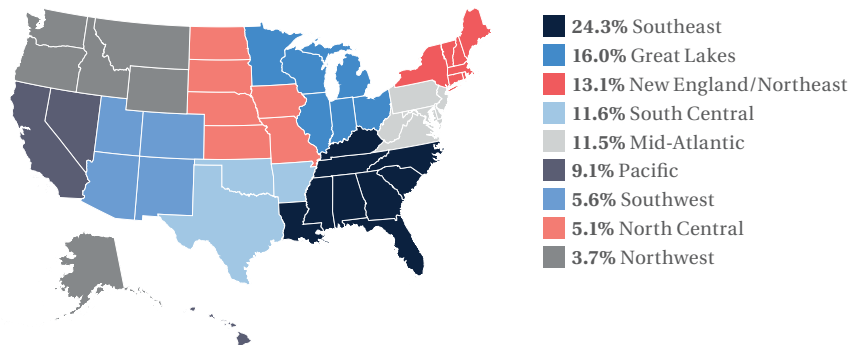
Age Range



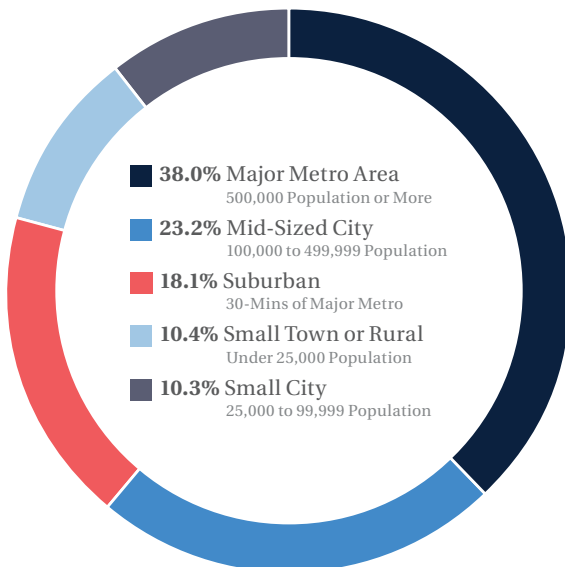
Medical Education



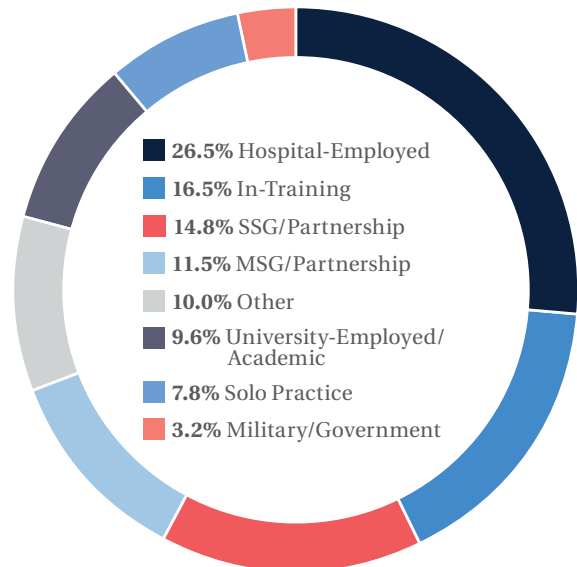
Current Geographic Location



Current Practice Community



Current Practice Setting



Drivers for Making a Career Change

What Hinders Providers from Changing Careers

- 1 Preferred Geographic Location**
 36.9% of respondents selected this as a challenge.
- 2 Poor Earnings/ Financial Rewards**
 36.5% of respondents selected this as a challenge.
- 3 Not Knowing When/ Where to Start**
 29.0% of respondents selected this as a challenge.

Providers are increasingly willing to look at changing careers to improve their quality of life and increase their compensation.

Over 50% of respondents are not actively looking for a new role. And the number of providers who were “definitely NOT” making a change has been cut in half from around 30% in 2020 to only 14.8% this year. Once providers decide to make a change, most are motivated by a better quality of life and increased financial compensation.

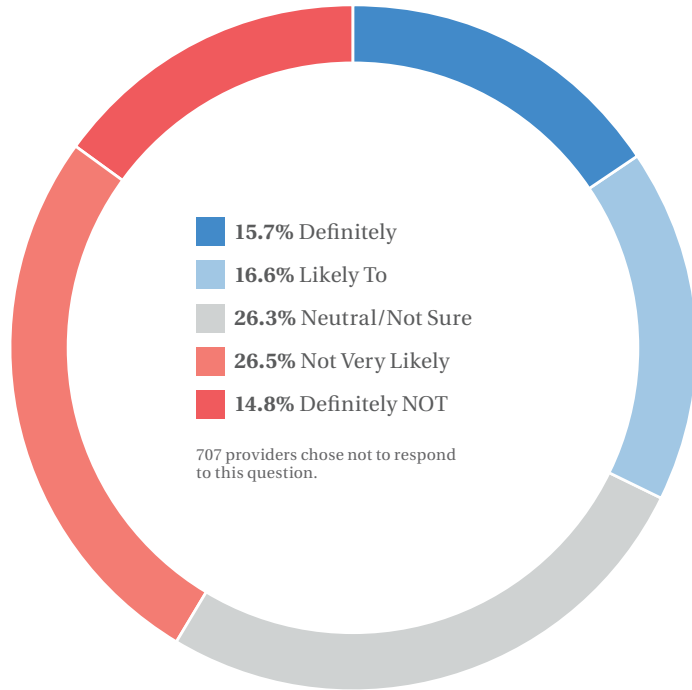
While the location has decreased in recent years as a motivating factor to change careers, it has become the main reason providers choose to stay. Mainly because of family related concerns related to their kids schooling, aging parents, or other relatives.

Additionally, providers are looking for offers that provide the flexibility they desire – a condensed workweek, lighter call schedules, etc.

Marketing can play an impactful role in convincing providers who are not actively looking but are open to a new opportunity to look at your position. We have found that 91% of our placements come from active marketing efforts.

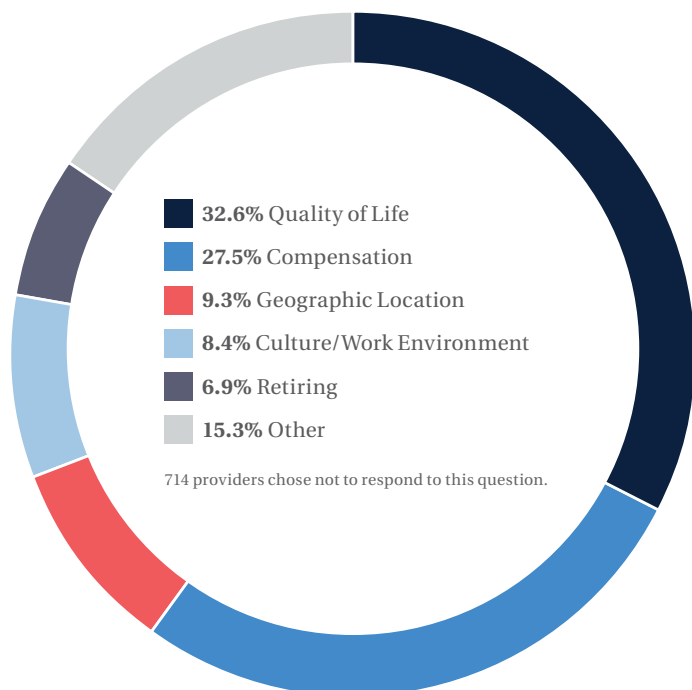
The Likelihood of Making a Change in the Next 12-Months

58.7% of respondents **plan on or are open to** making a career change by next year.



Greatest Motivating Factor to Making a Change

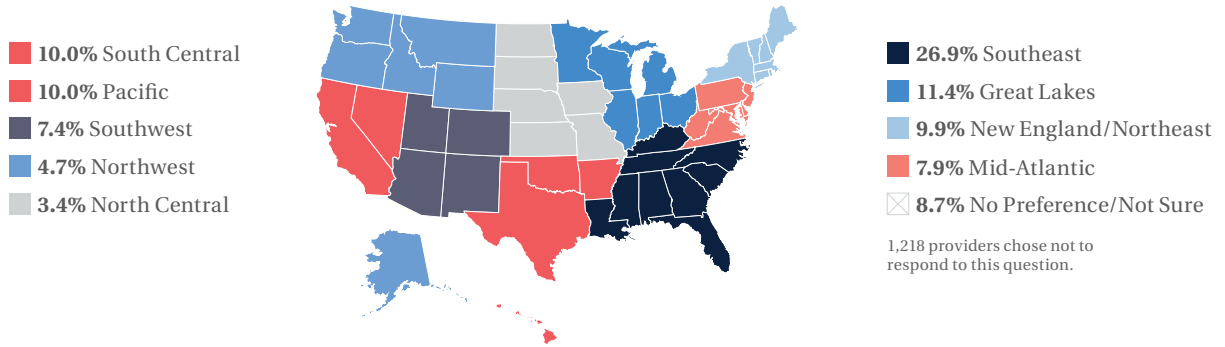
The top two reasons providers would change jobs are for 1.) a better **quality of life** and 2.) increased **compensation**.



Preferred Practice Environments

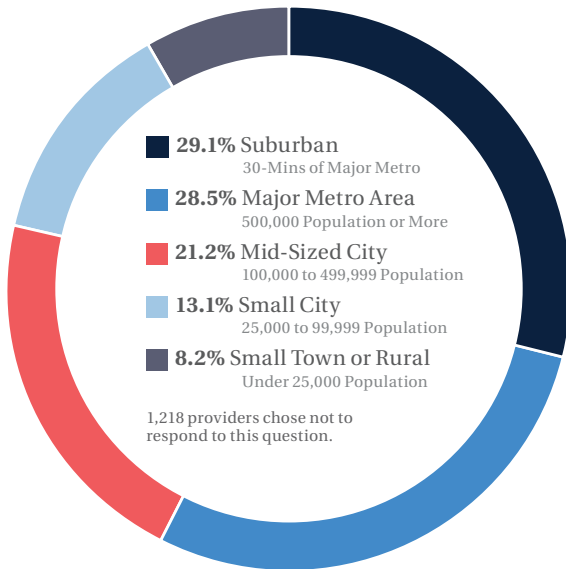
Preferred Geographic Location

For the third consecutive year, **the Southeast region** is still the most preferred region for providers to work.



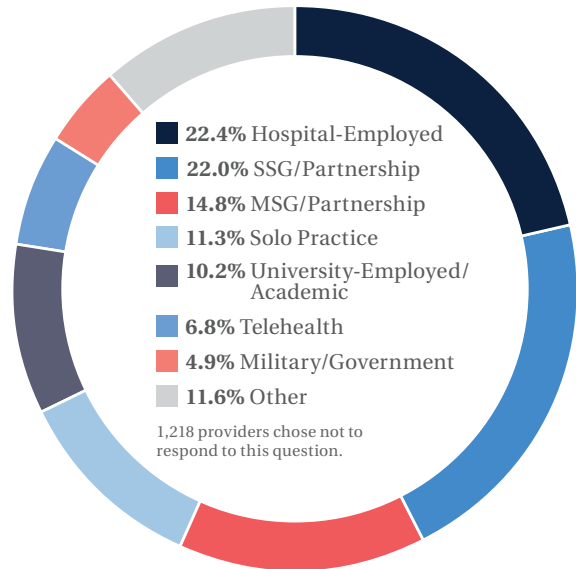
Preferred Practice Community

The majority of providers prefer to live and work in the **suburbs** or the **major metros**.



Preferred Practice Setting

Most providers prefer to work in a **hospital-employed** or **single-specialty setting with a partnership**.



Over the last few years, providers' preferences have mainly remained unchanged. The greater part of the providers surveyed would want to work in a single-specialty group or in a hospital-employed setting in the Southeast suburbs.

But there have been some slight shifts in the environments providers prefer.

- The South Central region of Texas, Oklahoma, and Arkansas was tied for the third-most preferred region to live in this year after being 6th in 2021 and 8th in 2020.
- Living and working in the suburbs have been the favorite, but major metros have been increasing in popularity since 2020, from 24.4% to 28.5%.

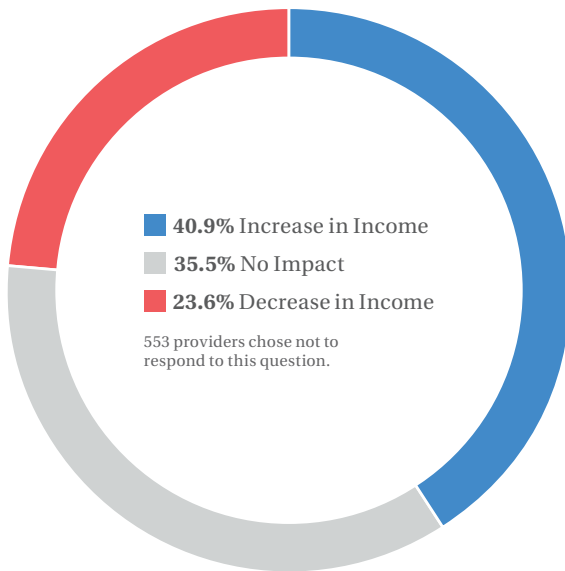
- While 48.1% of people prefer private practice, working in a hospital-employed setting has increased in appreciation over the last few years. This year was the first year it overtook single-specialty groups.

If you are a practice outside a “preferred” environment, you will need to make your offer more competitive. If there is no flexibility for financial incentives, like loan reimbursement or sign-on/retention bonuses, try making other portions of your offer more lucrative, like the quality of life component. Offering a 3-day work week, block scheduling, or additional time off for mission work can make your opportunity more appealing to potential providers.

Perception of Compensation

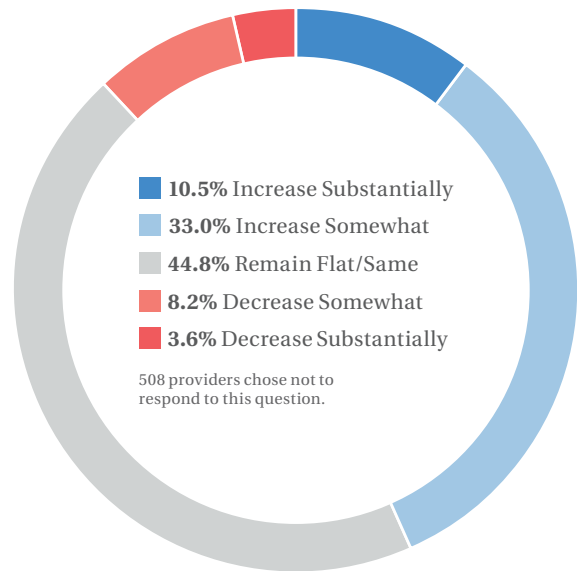
Change in 2021 Income

The majority of respondents saw an **increase** in their 2021 income.



Anticipated 2022 Income

While the majority expect their income to **remain flat**, 43.5% expect an **increase** in their 2022 income.



The COVID-19 Pandemic was still impacting income last year, but providers anticipate seeing an increase in their compensation next year.

Most providers do not receive or are unsure if they receive quality- or value-based income (70.5%). The amount that received income has slowly decreased over the last three years (33.7% in 2020). And with Medicare reimbursement cuts expected to kick in, this trend should continue.

We predict the number of providers not receiving income from telehealth services (56.6%) to decrease as more and more specialties like family practice, psychology, radiology, and neurology embrace telehealth services.

After anticipating a decrease in compensation in 2020 (40.7%), the last two years have seen providers expecting an increase in the next year's compensation. And due to demand, those changing positions will likely receive that increase.

Top Things That Providers Felt Limited Their Incomes in 2021

Most respondents felt that the **COVID-19 Pandemic** has continued be the primary limiting factor for limit their income in 2021.



506 providers chose not to respond to this question.



29.5%

of respondents received **quality- or value-based** income in 2021.

516 providers chose not to respond to this question.



43.4%

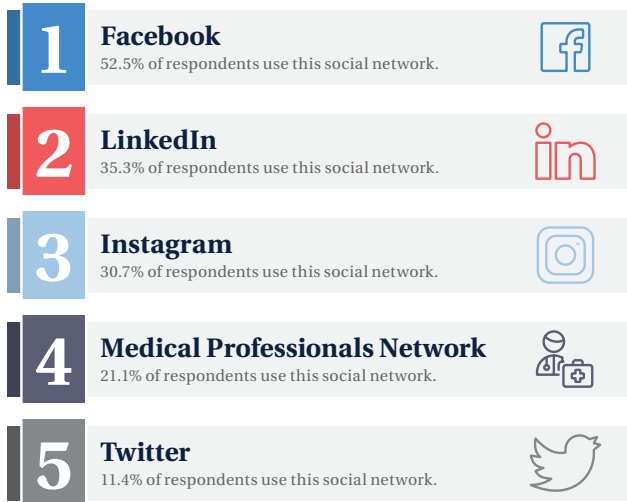
of respondents received income from providing **telehealth services** in 2021.

513 providers chose not to respond to this question.

Discovering Practice Opportunities

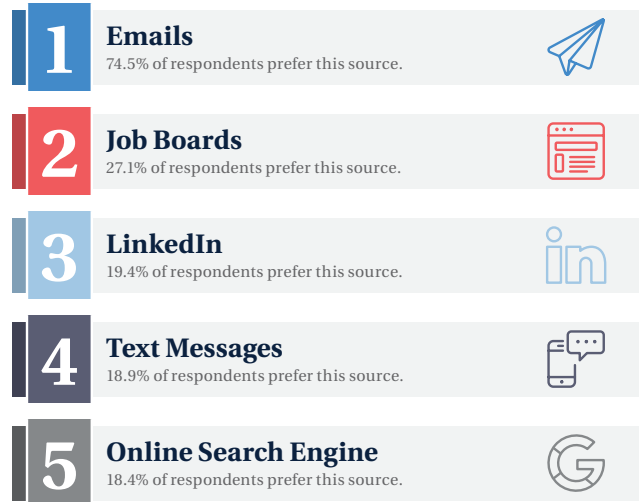
Top Social Media Platforms

Providers' top 3 social media networks are **Facebook, LinkedIn, and Instagram.**



763 providers chose not to respond to this question.

Preferred Way to Learn About New Practice Opportunities

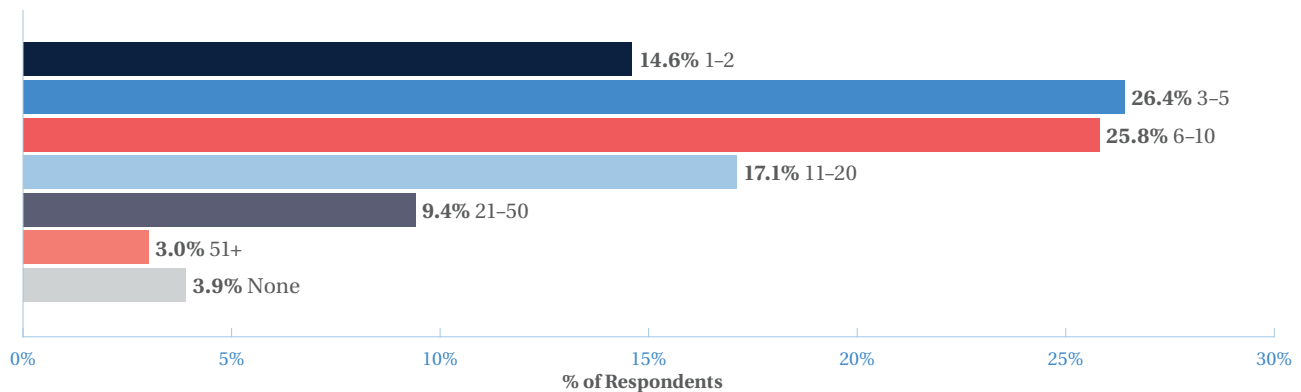


763 providers chose not to respond to this question.

Average Solicitations Providers Received About Practice Opportunity Per Week

The majority of providers receive anywhere between **3 and 20 solicitations PER WEEK** about new practice opportunities.

767 providers chose not to respond to this question.



Reaching providers for your practice opportunity requires impactful messaging through a variety of channels where they prefer to access information.

The top 3 social networks providers use are Facebook, LinkedIn, and Instagram – the same top three as the year before.

Email remains the preferred way to learn about new practice opportunities. Regardless, providers still appreciate hearing about these opportunities from job boards, LinkedIn, text messages, search engines, etc.

69.3% of providers have received between 3 and 20 solicitations per week for new job opportunities. That can be up to 1,040 job opportunities PER YEAR. After a while, all the emails, mailers, and display ads start to blend together.

Your opportunity must stand out – and marketing is key to that. Highlight the top benefits, including compensation and quality-of-life highlights. Show the candidates what life in the community is like – beautiful scenery, vibrant downtowns, recreational activities, etc.

And while most providers do not use social media to find job openings, targeting those providers while they are scrolling with paid social ads can be a great way to reach those passive candidates.

About The Medicus Firm

The Medicus Firm is a national healthcare recruitment firm founded in 2001 with a mission to save lives through teamwork and the relentless pursuit of excellence. As one of the largest healthcare recruitment companies in the U.S., The Medicus Firm focuses on providing the most efficient and effective services to hospitals and healthcare employers nationwide with unmatched sophistication, consultation, and market insight. As part of the M3 USA family, The Medicus Firm has access to millions of active physicians who regularly participate in market research, continuing education, clinical research, and professional enrichment. The company is a ten-time winner of ClearlyRated's Best of Staffing® Client Award. To learn more, visit [TheMedicusFirm.com](https://www.themedicusfirm.com).



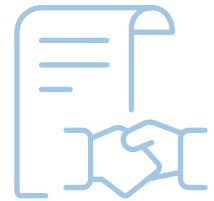
**Award-Winning
Client Satisfaction**



**Client Portal for
Transparency**



**Sophisticated
Candidate Sourcing**



**Performance-Based
Agreement**

Interested in learning more?

We've been waiting to chat with you.

Contact us at
contact@themedicusfirm.com
or visit [TheMedicusFirm.com](https://www.themedicusfirm.com)

 **The Medicus Firm**

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