



ADVANCED DERMATOLOGY & SKIN CANCER CENTER

August 14, 2018

To Whom it May Concern:

I am writing this reference letter on behalf of The Medicus Firm's Southern Regional recruitment and business development team. I am the Administrator for Dr. Lance Henry's practice, Advanced Dermatology and Skin Cancer Center in Fayetteville, Arkansas.

Fayetteville and Northwest Arkansas are growing very rapidly and to meet the demands of our patient base, we needed to add a MOHS surgeon, which I found out quickly is not as easy task. Upon my initial conversations with The Medicus Firm, I determined they were a group who was extremely knowledgeable and offered the consulting we were looking for, prior to engaging in a search.

Our recruiter conducted the on-site profile on September 8, 2017, and shortly thereafter the search was off the ground. The communication our recruiter provided was consistent and extremely valuable. The strategic marketing campaign The Medicus Firm created and implemented was very calculated and priced well, relative to the number of hooks in the water we were able to generate. We always knew the status of each candidate, and the Progress Reports were an excellent tool. This is an extremely busy practice and I had full confidence in outsourcing the recruitment efforts to The Medicus Firm, as I trusted they understood our parameters and the specifics of our practice.

In less than 200 days on a very difficult search, The Medicus Firm produced 8 submitted candidates, each very viable and meeting our parameters. Of those 8 candidates, we phone interviewed 4, and on-site interviewed 2. Ultimately, we offered Dr. Joseph Blackmon the opportunity and he accepted. He just started with our practice and we could not be happier.

Working with The Medicus Firm was an absolute pleasure and we will be doing so again to further grow our practice. Should anyone need a reference on The Medicus Firm and their Arkansas/Southern team, please do not hesitate to reach out to me. I highly recommend this group if you are looking for a strong recruiting and consulting firm who are experts in the physician marketplace in the state of Arkansas.

Regards,

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