

**CASE STUDY**

# High Growth National Primary Care Group: A Physician Recruitment Solution

**OVERVIEW**

A privately owned primary care group required a physician recruitment solution that could deliver direct hire, locums, acquisitions, and networked partner groups to fulfill its strategic objective to grow ten-fold in Texas and Florida.



Provenir Healthcare has been instrumental in maintaining our group visibility in all of our markets. Provenir has made it possible for us to grow exponentially in the last 10 years. They have been, and continue to be, a valuable resource for our past, current, and future recruiting needs." - CEO of Client



**CHALLENGE**

The client's internal team was unable to keep up with current demand and were unable to align with strategic growth objectives for physicians, practice acquisitions, and network group development.

- Acquire a dedicated recruitment partner able to grow with them.
- Hire PCPs and NPPs for current needs.
- Develop a bench of PCPs and NPPs for future needs.
- Build a hospitalist team
- Build a team of specialists.
- Develop a team of locums and chart reviewers for current and upcoming special projects
- Identify practices to acquire
- Identify contracted groups to join the client's network.



**SOLUTION**

We engaged as the dedicated partner to provide a solution to the challenges. Our solution included:

- Developed a strategy to drive awareness to employer brand.
- Developed communication channels between our team and providers and practice owners.
- Designed a robust employee referral program for client and a medical loan reimbursement plan for candidates.
- Attended 12 recruitment events per year as the client and developed all marketing collateral.
- Created a residency outreach program.
- Created 5 informational videos featuring the client's team for recruitment.
- Spearheaded clients website enhancements to support physician recruitment strategies.
- Created and continually trained internal physicians on panel interviewing, candidate selection, and extending job offer.
- Created tools to aid client in the assessment of candidates, practices and contracted groups.



**PROVEN RESULTS**

As a result of Provenir Healthcare's partnership, our client continues to thrive.

- 1,810 board certified primary care physicians and NPPs received job offers from our client in the last 10 years.
- Over the last 10 years we have engaged in communication with PCPs and NPPs over 18,653,000 times.
- Over 500 PCPs and NPPs have been referred through the employer referral program.
- In the last 10 years, over 135 primary care practices have been submitted to our client for acquisition or contracted opportunities with over 65% resulting in successful outcome.
- Over 50 locums and contracted clinicians have provided special project(s) assistance when and where needed.
- Launched client's specialty team.
- Launched several hospitalist teams for the client.

Provenir Healthcare is one of the largest-leading primary care physician recruitment firms in the Nation. Driven by passion, for the past 20 years, Provenir Healthcare has provided physician services to medical groups and practices who seek a transparent and committed partner in the industry. Let's talk today!