UNDERSTANDING MILLENNIAL PHYSICIAN JOBSEEKERS: AN UPDATED LOOK

In 2019, we surveyed over 200 millennial physicians to further understand their job-seeking behaviors. At the time, the vast majority (94%) of final-year residents and fellows were millennials. Since then, millennials have nearly taken over the entire group at 99%. Further cementing the importance of this cohort when it comes to a recruitment pipeline.

Amid the toll of a global pandemic and its infiltrating effect on the health care industry, we revisit these questions to see what has changed. During this historic time, it is essential to understand millennial preferences and behaviors when it comes to looking for a job.

To help empower physician recruiters with valuable insights, the NEJM CareerCenter surveyed over 200 millennial physicians on their job-seeking behaviors, including their preferred methods of communication, likes and dislikes of the job search process, and much more. The following report highlights key findings from the study.


Noteworthy Segments

The vast majority of physicians would prefer a full-time position.

More males (94%) prefer full-time than females (81%).

More specialists (94%) prefer full-time than primary care (84%).

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Top 5 Most Appealing Benefits That Differentiate Employers

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign-on Bonus</td>
<td>60%</td>
</tr>
<tr>
<td>Employer Match to Retirement Plan</td>
<td>60%</td>
</tr>
<tr>
<td>Cash Bonus</td>
<td>48%</td>
</tr>
<tr>
<td>Flexible Call Coverage</td>
<td>46%</td>
</tr>
<tr>
<td>CME Reimbursement</td>
<td>39%</td>
</tr>
</tbody>
</table>

Actions to Take to Better Understand a Potential Employer

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check the Employer’s Website</td>
<td>74%</td>
</tr>
<tr>
<td>Employee Testimonials</td>
<td>53%</td>
</tr>
<tr>
<td>Search for the Employer on Employer Review Sites</td>
<td>51%</td>
</tr>
<tr>
<td>Look for News about the Employer</td>
<td>46%</td>
</tr>
<tr>
<td>Check for Employer’s Profile on Job Site</td>
<td>45%</td>
</tr>
</tbody>
</table>

Learning about an Employer and Company Culture

Three-in-four respondents would check the employer’s website to better understand a potential employer. One-in-two would read employee testimonials and search on employer review sites.

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Device Preferences

Most Preferred Devices when Looking for a Job

- **Smartphone**: 78%
- **Laptop**: 75%
- **Desktop**: 40%
- **Tablet**: 24%

One-third of respondents have applied for a physician job using a mobile device.

Study Key Takeaways

**Balance is the new compensation**

Wanting work/life balance overtook the desire for better compensation as the #1 factor prompting a new job search.

**Mobile matters**

Respondents rely heavily on smartphones and laptops when looking for a new job. One-third of respondents have applied for a physician job using a mobile device.

**Text is next**

Over half of respondents are open to having a text conversation with a recruiter prior to the first interview, and another two-in-five after the first interview.

**Care and company culture**

The majority of respondents feel that company culture is important in the job search process.

**Virtual reality**

Over half of respondents prefer a virtual first-round interview.

**Keys to the right platform**

Three out of four respondents feel that trustworthiness is very important when choosing an online job site. The number of relevant jobs and career resources content are also important.

**Need for speed**

Communication and action expectations have increased over the prior study. Decision-making, transparency, and speed to hire are critical.

**Let them experience your company**

Three-in-four respondents would check the employer’s website to better understand a potential employer. Half would read employee testimonials and search on employer review sites.

**Showcase your talent**

The most important aspects of an employer’s reputation included excellent clinical support and medical staff and excellent administrative leadership.

To view a full copy of the whitepaper, visit recruiters.nejmcareercenter.org.
PROMOTIONAL NOTES/NEWS

Comprehensive Candidate Reach in 2024

We have strategically created eight different physician-targeted solutions for 2024. These advertising packages will grant you access to our expansive specialty targeted digital reach across our network of clinical sites, including NEJM.org and JWatch.org, and a variety of opt-in emails. This solution will also get you a recruitment ad, an issue of NEJM (114K+), and one of our exclusive career guides targeting 35,000* of the most active jobseekers in the country!

*Counts are based on AMA data and may change without notice.

Call (800) 635-6991 or email ads@nejmcareercenter.org for more details on bonus convention distribution of your paid recruitment ad in selected NEJM issues at these physician conventions.

Contact us at (800) 635-6991 or ads@nejmcareercenter.org to reserve your ad space today!