

How to Have a Successful Site Visit

A Comprehensive Site Visit

When planning for each candidate's site visit, it is imperative to cover every aspect that will sell your organization to the physician, in addition to providing him/her with the needed information to make a decision. The four most important aspects that should be covered in a site visit are:

1. Make sure that the physician has a complete understanding of the position
2. The physician should be familiar with the organization
3. The physician and his/her family should become acquainted with the community
4. Cater to the needs of the spouse!

Have a Contact Person

A member of management should serve as the candidate's main contact to the organization. The person designated to serve as the contact person should be knowledgeable about the organization, in addition to being accessible for the candidate's inquiries. Preferably this contact should meet the candidate at the airport (if flying), and escort him/her to the hotel. Once the visit is complete, this person should also accompany the candidate back to the airport – *The last contact with the physician should be with someone from your organization!*

A second person will need to be involved with the logistics of the visit:

- Transportation
- Lodging
- Car rental
- Meals/dinner reservations
- Scheduling of the interviews with each necessary department
- Creating an information packet about the community to be mailed prior to the site visit, sending Internet links that are informative about the community, etc. This will give the candidate and his/her family an idea of what he/she would like to do during the visit.

If at all possible, your organization should consider paying for the candidate's travel expenses, lodging and some, if not all meals.

Determine the Number of Interviews

There are generally 2 options:

1. 2-Step Interview Process:
 - a. Initial interview with candidate only
 - b. Follow-up interview with candidate and his/her family accompany
2. 1-Step Interview Process:
 - a. Interview with candidate and his/her family accompany

Friday Interview

Having an interview on a Friday allows the physician and his/her family to tour the city over the weekend. This gives the candidate time to explore the city, as well as socialize more with members of your organization – a key to a successful site visit!

The Interviewers

These should include:

- Key decision makers & knowledgeable staff:
 - The physician manager
 - The practice administrator/CEO
 - Medical staff representative(s)
- The strongest interviewers should hold the initial interview and the final interview

All interviewers should have a copy of the candidate's CV and/or a list of highlighted points

The Interview

Plan ahead:

- Plan the content of each interview/meeting in advance.
 - What you want to know about the physician:
 - Managerial skills
 - Clinical knowledge
 - What you want the physician to know about you:
 - Describe the organization
 - Discuss the position (duties, responsibilities, & expectations)
 - Benefits:
 - Long-term earning potential
 - Opportunity for career advancement (ex: to become partner)
 - Support services (clinical and administrative)
 - Continuing Medical Education
 - Tuition reimbursement
 - Talk about the community
- SPOUSE, SPOUSE, SPOUSE!
 - Do not forget about the spouse or the family
 - Plan an activity based on their interests – Have someone contact the family prior to the visit, to see how they want to spend their time:
 - Shopping
 - House tours
 - Job Interviews
 - Accompanying the candidate on his hospital/practice tour

Have an agenda:

- Allows the interview team, as well as the candidate, the opportunity to review the schedule for the day and plan ahead accordingly.
- Presenting the candidate with an agenda in advance of the meeting date will also demonstrate that your organization is professional in nature.

Take a tour:

- Any serious candidate will want to examine the location at which they would be working at. Be sure to include a tour of all relevant sites and speak with staff at each location. For example:
 - Administration offices
 - Examining rooms
 - Laboratory
- Also make sure to note any upcoming or ongoing renovations, or additions to your organization.

What not to talk about:

- There are several issues that should never come up in an interview, even if they seem to be friendly in nature:
 - Age
 - Gender
 - Height or Weight
 - Handicap or Disability
 - Sexual orientation
 - Race
 - Religion or Creed
 - National origin
 - Marital status
 - Number, or age of children
 - Child bearing or child care

**Please refer to the handout:
*Understanding Illegal vs. Legal
Interview Questions*
-www.bnl.gov-**

Tour the Community

This is your opportunity to introduce the candidate and his/her spouse to the community. Show them and talk to them about all that the city has to offer. For example:

- Entertainment
- Arts
- Cultural attractions
- Clubs
- Sports
- Religion
- Education

**Community information can be found at
cincinnatiMDjobs.com under
*“Living in Greater Cincinnati”***

**Community tours can be scheduled
with Star One Realtors
Phone: (513) 247-6900**

Involve other physicians and/or their spouses on the tour and to dinner, so they are able to talk to the candidate on a personal level about the area. Knowing in advance the physician’s personal interests as well as his/her spouse’s interests will help you plan a tour that will be memorable, and most importantly entice the physician to want to practice at your organization.

The Total Package – A Final Checklist

Make sure to include as many of the following components as possible in the site visit:

- Discuss in full the practice opportunity
- Tour of medical facilities and office space
- Meeting with hospital staff
- Allow for personal time
- Employment contacts for the spouse
- Tour of the community – highlight recreational areas
- Meeting with other local physicians and spouses
- View area schools (grade schools, high schools, colleges and universities)
- Meeting with realtors and/or bankers
- Meet with religious associations (if the candidate expresses an interest in this)
- Introduce them to people who have recently moved to the area
- Cater to the spouse’s needs

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*“Real Estate in Greater Cincinnati”***

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