



THE GOLDFISH QUARTERLY

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Q3: JULY - SEPTEMBER

Goldfish
Medical Staffing

Recruiter, Mother, and Survivor: An Interview with Jennifer Cawlfeld



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How long have you been in physician recruitment?

I started in 2002. Prior to that, I did some nurse staffing and IT recruitment.

Do you remember where your first placement was?

I do! I recruited a Neuro-Intensivist to Kalamazoo, Michigan for Bronson Healthcare, which is still a client of mine. That was in September of 2002. She was coming out of fellowship in Charlottesville, VA. I had a chance to meet her personally, which made it even more special.



What is something unique you bring to the recruitment table?

Experience. There are not a lot of people who have been doing this for 15 years. Because of my experience, I am not intimidated by difficult searches. In fact, I welcome them because it makes it a little bit more exciting. I like a challenge!

What made you want to start your own recruiting firm, Goldfish Partners in 2007?

I don't know if I ever would have done it without the other partners. I think most of us were just looking for the next step in our careers, and a chance to start a firm where we could focus on customer service and serving our clients. We felt like that was sort of lacking in the marketplace. So, we came together and crossed our fingers, hoping it would work out, and here we are 10 years later.

Fast forward to 2014, Goldfish is named by the Inc.5000 as one of the America's Fastest Growing Private Companies several years in a row, you had just given birth to your third child and a new challenge arose. What were you first thoughts after being diagnosed with ovarian cancer?

Hmm... I think just shock. It was several weeks before it even sunk in. Obviously there were the "I want to see my kids grow up" thoughts running through my mind. Not knowing what was going to happen, not understanding what chemo was going to do to me, not knowing what surgery was going to do. All of those things were very scary. One minute I would be sobbing, and the next minute, "I'm gonna be fine!" It was just a rollercoaster of emotions.



How did you balance this battle with your responsibilities of your family and running a company?

Well that's where Amanda, my assistant, came in and did everything for me at work. I had a great team that helped do things for me when I was not getting treatments. They not only helped me with the management side of things, but also helped with my individual clients and candidates I was working with. We had a ton of family support. Thankfully, we have a lot of family here locally, and friends seemed to come out of the woodwork with mailing us gift cards and offering to babysit our kids. The outpouring was incredible.

Who or what motivated you most to tackle cancer head-on?

My family for sure. I tried to stay very positive and not read a whole lot of statistics. But every once in a while I would accidentally read one and they are really terrifying. But I am very stubborn and I wanted to prove that having cancer does not mean you are dying. I wanted to be an example for people that have friends or family members battling cancer, they can think of me as being healthy as opposed to thinking of stories where someone has died.

What unexpected blessing came about as a result of your battle with cancer?

I think connecting with people who reached out to us, that maybe we didn't talk to on a regular basis. Even strangers reaching out to us. I always tell the story that once I was shopping for a hat for a wedding. I was in the store carrying it around, and a lady stopped me. She told me that she had a friend who had gone through chemo, and she wanted to buy me the hat as a way to honor her friend. I was sobbing, and she was sobbing. Even the sales girl was crying. So Eddie, my husband, and I have taken that and try to do things for other people when they are going through a hard time.



What advice would you give to those who have a co-worker currently going through treatment?

What is the best way they can offer tangible support and encouragement? I think first and foremost, just communicating with them. Just a text every once in a while. Sending cards. Especially in the

beginning when everything is new, just talk to them like they are normal. For me, being able to just come to the office and joke around with everyone made me feel normal. I think just treat them like a person and not a cancer patient.

***Jennifer has been cancer free for just over a year now.**

Her Oncologist, Dr. Khan, is now a client of Goldfish Medical Staffing.

September is Ovarian Cancer Awareness Month.

Here at Goldfish Medical Staffing, we want not only to help our clients hire excellent physicians, but we also want to see their patients receive the best care possible. Listed below are organizations that support those battling Ovarian Cancer.

Please consider supporting these organizations as we all work together to bring quality care closer to those who need it most.

Ovarian Cancer Research Fund Alliance

<https://ocrfa.org/>

National Ovarian Cancer Coalition

<http://ovarian.org/>



THE CHALKBOARD: Q1 IN REVIEW

Specialty with the Most Placements:

Family Practice

Most Requested Searches:

Family Practice, Orthopedic Surgery, and Pediatrics

Largest Rise in Recruitment Requests:

Anesthesiology and CRNA



- 1 Placement for every 2.1 Interviews
- 102 Average Days for Placement
- 96% of Interviewed Candidates Received Offers

Looking To Locum Tenens Searches...

Hospitalists needs increased by 11%

Psychiatry needs increased by 17%

Anesthesia needs increased by 48%

"Healthcare is changing," is a common quip among those in the industry. The addition – and potential subtraction – of the Affordable Care Act, the increasing demand for primary care physicians, and technological advancements are all factors contributing to the changing landscape. However, some equally important factors are flying under the radar.

One notable trend:

Compared to previous decades, doctors are seeking out new opportunities later in their careers and practicing longer overall. Additionally, in many specialties, the number of new graduates entering the workforce has slowed.

Thus, the percentage of all physicians over the age of 55 is slowly increasing. These changes are resulting in both challenges and opportunities for eager recruiters.



RECRUITING THE SEASONED PHYSICIAN

A Changing Demographic

Although the average age is increasing among physicians of all specialties, a few groups are worth noting specifically. Currently, Oncology tops the list, with two-thirds of physicians in this specialty being over age 55. Neurosurgery and general surgery are not far behind. Given the changing tides in medicine, this is a trend worth following closely in the years to come. The demographic will continue to change as some types of physicians may choose to practice longer and, conversely, physicians in other specialties may choose to retire early.

Competition Brings Movement

In previous decades, physician employment routinely adopted a familiar form. Doctors hopped around for the first few years following residency, but eventually settled into a position long-term, often until retirement. The changing healthcare dynamic has disrupted that predictable pattern. With the number of private practices on the decline[1] and physician shortages on the rise[2], seasoned physicians are accepting new positions at a higher rate. Some doctors are lured by larger paychecks as hospitals offer lucrative compensation packages to seasoned professionals willing to make a move. Other physicians have experienced burnout in their Big City practices and are interested in the quality-of-life opportunities of rural America. Once considered difficult to recruit, experienced physicians are leaving their options open.

[1] Quora, "The Consequences of the Decline of Private Practice Physicians to U.S. Healthcare." Forbes, May 4, 2017. The Consequences of the Decline of Private Practice Physicians to U.S. Healthcare [2] Kevin Dayaratna, "Solving the Physician Shortage Crisis." The Daily Signal, May 31, 2017. <http://dailysignal.com/2017/05/31/solving-the-crisis-of-physician-shortages/> di

Health is Wealth

Like people in most sectors of the population, physicians are working later into life. In the United States, the average retirement age for all workers has been steadily rising over the past two decades[1]. For physicians, the decision to delay retirement is influenced by several factors unique to their discipline. Because many doctors see their career as more of a calling than a job, they desire to continue working longer than the average person[2]. Physicians also enter the workforce much later. After college, medical school, residency, and potentially fellowship, most doctors don't start practicing independently until their early 30s. If they work for 43 years like the average American[3], they won't be retiring until their mid-70s. Also, don't forget that doctors are patients too. As medical advancements take place, doctors benefit from improvements that allow them to live longer, healthier, and more productive lives into late adulthood

Final Thoughts

Physicians know their worth. They are in high demand and want to be compensated accordingly. The good news for recruiters is that an increasing percentage of physicians are open to being recruited. If the right opportunity presents itself, the seasoned physician may just leave her bustling city practice for a Midwest community, or his private practice for an academic leadership position. This changing demographic may cause concern among facilities with a narrow vision for their vacancies, but it can spell opportunity for the hospital that knows how to lure an experienced candidate.

[1] Tomeka Hill, Justin Kear, and Alan Parikh, "Past and Future of Retirement." Aon Hewitt, October 2015. <https://retirementandinvestmentblog.aon.com/getattachment/97636064-c9fa-4151-991e-fbf4a36d7f09/past-and-future-retirement-whitepaper.pdf.aspx> [2] Beth Greenwood, "The Average Length of Doctors' Careers." Chron, accessed June 29, 2017. <http://work.chron.com/average-length-doctors-careers-13376.html> [3] Alyson Shontel, "15 Seriously Disturbing Facts About Your Job." Business Insider, F



Upcoming Events/Conferences

- CareerMD Career Fair, Lubbock, TX - July 25th
- MINK Conference, Kansas City, MO - July 25th-27th
- CareerMD Career Fair, Youngstown, OH - July 27th
- Michigan Recruitment and Retention Network Annual Conference, Traverse City, MI - Aug. 13th-15th
- FMX American Academy of Family Medicine Conference, San Antonio, TX - Sept. 12th - Sept. 16th

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