



AAPPR

ASSOCIATION FOR ADVANCING
PHYSICIAN AND PROVIDER RECRUITMENT

Association for Advancing Physician and Provider Recruitment 2025 Benchmarking Survey

The Internal Physician and Provider Recruitment Benchmarking Survey is designed to collect and provide credible industry data to help internal physician and provider recruitment professionals prepare, plan, and forecast to meet the challenges of an evolving healthcare landscape. Benchmarks are critical for our industry as we constantly strive for improved processes and results within our organizations to meet the needs within our communities.

The questionnaire is designed to require as little effort from you as possible. If you prefer, you may participate online via a secure website at: www.AAPPRBenchmarking.com. If you have any questions concerning this survey, please contact Marcy Dolnicek of Industry Insights, Inc. at (380)-223-9137, or email her at mdolnicek@industryinsights.com. Thank you in advance for your participation.

All sensitive data will remain secure and confidential. Profile demographics such as organization type, state, and department size may be provided to AAPPR to supplement their membership database.

Deadline: May 16th, 2025

Contact Information	
Name:	
Title:	
Email:	
Phone:	
Organization Information	
Organization:	
Address:	
City, State:	
Postal Code:	

Organization Information													
1.	Which <i>best</i> describes the type of organization reporting? (Select all that apply) 101 <input type="checkbox"/> Academic/University Hospital 102 <input type="checkbox"/> CHC/FQHC 113 <input type="checkbox"/> Government/Military 103 <input type="checkbox"/> Facility Care (Independent Living, Assisted Living, Rehab, and Skilled Nursing facilities) 104 <input type="checkbox"/> Multi-hospital/Integrated Health Delivery System 105 <input type="checkbox"/> Multi-specialty/Ambulatory Practice 106 <input type="checkbox"/> Retail Health Clinic 107 <input type="checkbox"/> Rural Health Clinic 108 <input type="checkbox"/> Single/Community Hospital 109 <input type="checkbox"/> Single Specialty 110 <input type="checkbox"/> Urgent Care 111 <input type="checkbox"/> Other _____ 111other												
2.	IRS Status 177-1 <input type="checkbox"/> For-Profit 2 <input type="checkbox"/> Not-for-Profit												
3.	Geographic Scope 236-1 <input type="checkbox"/> Single Location 2 <input type="checkbox"/> State 3 <input type="checkbox"/> Regional (multiple states in general area) 4 <input type="checkbox"/> National (spread around the United States) 5 <input type="checkbox"/> Global 6 <input type="checkbox"/> Other _____ 236other												
4.	What is your organization's annual budget for its internal physician and provider recruitment department? <i>Total amount budgeted (not actual costs) for the entire recruitment department. Sum should not include any items in the exclusion list.</i> \$ _____ 175												
5.	How many employees are in your organization's internal physician and provider recruitment department? <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th></th> <th>Jan. 1, 2024</th> <th>Dec. 31, 2024</th> </tr> </thead> <tbody> <tr> <td>Recruiters (mainly involved in provider recruitment)</td> <td># 181</td> <td># 184</td> </tr> <tr> <td>Other staff (typically includes coordinators, sourcers, onboarders, administrative, etc.)</td> <td># 182</td> <td># 73</td> </tr> <tr> <td>Total in Department</td> <td># 183</td> <td># 18</td> </tr> </tbody> </table>		Jan. 1, 2024	Dec. 31, 2024	Recruiters (mainly involved in provider recruitment)	# 181	# 184	Other staff (typically includes coordinators, sourcers, onboarders, administrative, etc.)	# 182	# 73	Total in Department	# 183	# 18
	Jan. 1, 2024	Dec. 31, 2024											
Recruiters (mainly involved in provider recruitment)	# 181	# 184											
Other staff (typically includes coordinators, sourcers, onboarders, administrative, etc.)	# 182	# 73											
Total in Department	# 183	# 18											
6.	How many recruiters (those mainly involved in provider recruitment) left your department during the year? # 185												
7.	How many other staff employees (typically includes coordinators, sourcers, onboarders, administrative, etc.) left your department during the year? # 90												

8.	How many searches did your organization perform in calendar year 2024?		Physician Searches	#	71		
			APP Searches	#	72		
			Other Searches	#	112		
			Total Searches	#	5		
9.	What type of employed physician compensation model is used at your organization? (Select all that apply)						
	246 <input type="checkbox"/> Salaried / Income Guarantee <i>A fixed amount of money paid to the physician regardless of productivity or performance (May be defined for a specific amount of time employed, e.g., two-year guarantee)</i>						
	247 <input type="checkbox"/> Capitation <i>A per-member-per-month payment, typically made prospectively for the month</i>						
	248 <input type="checkbox"/> Production / Fee-For-Service / RVU-based <i>A variable amount of money based on the relative value units (RVUs) assigned to each service performed by the physician</i>						
	249 <input type="checkbox"/> Net-collections <i>A percentage of the revenue collected from the physician's services after deducting expenses</i>						
	250 <input type="checkbox"/> Pay-for-Performance / Salary-plus-incentive <i>A combination of a base salary and a bonus based on performance</i>						
	251 <input type="checkbox"/> Partnership / Revenue Less Expenses <i>Based on the physician's share of the entire practice revenue less their share of the total practice expenses</i>						
	252 <input type="checkbox"/> Value Based Care <i>Incorporates various incentives for meeting long-term goals; physician is financially rewarded for meeting goals</i>						
	253 <input type="checkbox"/> Other _____						
	254 <input type="checkbox"/> Unsure						
10.	How many providers were employed by your organization as of the end of calendar year 2024?		Physicians	APPs			
			#	3	#	4	
11.	How many candidates participated in site visits/interviews during calendar year 2024?		#	6	#	7	
12.	How many offers were extended to providers during calendar year 2024?		#	8	#	9	
13.	How many offers were accepted during calendar year 2024?		#	10	#	11	
14.	How many providers left your organization during calendar year 2024?		Voluntary	#	12	#	15
			Involuntary	#	13	#	16
			Total	#	14	#	17
15.	Approximately what percent of your physician searches were to replace a departing physician?				%	186	
16.	Approximately what percent of your APP searches were to replace a departing APP?				%	242	
17.	Did you use any contingent or retained search firms to fill searches in 2024?				91-1 <input type="checkbox"/> Contingent 2 <input type="checkbox"/> Retained 3 <input type="checkbox"/> Both 4 <input type="checkbox"/> Neither		
	If yes, for how many searches did you use a search firm?				#	188	
	How many search firms were used in 2024?				#	189	
	What was your total search firm expense in 2024?				\$	190	
18.	Do you use an applicant tracking system? 701-1 <input type="checkbox"/> Yes -2 <input type="checkbox"/> No						
	If yes, how do you track and manage your search activity and candidates?						
	702	<input type="checkbox"/> ACCESS Database	717	<input type="checkbox"/> Kenexa	694	<input type="checkbox"/> SmartSheet	
	723	<input type="checkbox"/> ApplicantStack	705	<input type="checkbox"/> Kontakt Intelligence (KI)	697	<input type="checkbox"/> Sniperhire	
	715	<input type="checkbox"/> Avature	737	<input type="checkbox"/> NetSuite	733	<input type="checkbox"/> Innovative Cloud Solutions-Recruit MD	
	722	<input type="checkbox"/> CRM, formerly Recruiter Logix	691	<input type="checkbox"/> PeopleFluent	710	<input type="checkbox"/> Taleo	
	728	<input type="checkbox"/> Doc in a Box	692	<input type="checkbox"/> PracticeLink	698	<input type="checkbox"/> Ultimate	
	703	<input type="checkbox"/> Excel Spreadsheet (Exclusively)	708	<input type="checkbox"/> PracticeMatch	699	<input type="checkbox"/> UltiPro	
	736	<input type="checkbox"/> Genesis	704	<input type="checkbox"/> Proprietary/Homegrown	695	<input type="checkbox"/> WorkDay	
	690	<input type="checkbox"/> HealthCare Source Position Manager	709	<input type="checkbox"/> Recruiting Mgmt. System by HCP Navigator	716	<input type="checkbox"/> Zoho	
713	<input type="checkbox"/> ICIMS	693	<input type="checkbox"/> REDCap	711	<input type="checkbox"/> Other _____		
696	<input type="checkbox"/> Infor	732	<input type="checkbox"/> SalesForce				
720	<input type="checkbox"/> JobVite	734	<input type="checkbox"/> SkillsSurvey				
19.	How would you rate your organization's overall use of technology? 191-1 <input type="checkbox"/> Poor 2 <input type="checkbox"/> Somewhat below average 3 <input type="checkbox"/> Average 4 <input type="checkbox"/> Somewhat above average 5 <input type="checkbox"/> Very advanced						

20.	How would you rate your organization's applicant tracking system? 192-1 <input type="checkbox"/> Poor 2 <input type="checkbox"/> Somewhat below average 3 <input type="checkbox"/> Average 4 <input type="checkbox"/> Somewhat above average 5 <input type="checkbox"/> Very advanced	
Searches Information		
Note: All information should be based on the period January 1, 2024 - December 31, 2024. ALL searches by the department should be included (employed physicians, independent contractors, private practice, etc.)		
1.	Tracking Code of Search	# 22
2.	Zip Code of Search	196
3.	*Provider category? 197-1 <input type="checkbox"/> Physician 2 <input type="checkbox"/> Physician Assistant 3 <input type="checkbox"/> Nurse Practitioner 4 <input type="checkbox"/> Nurse Midwife 5 <input type="checkbox"/> Clinical Nurse Specialist 6 <input type="checkbox"/> Nurse Anesthetist 7 <input type="checkbox"/> Other _____	
4.	*Physician Specialty Type of Search 179-141 <input type="checkbox"/> Administrative/Physician Executive/Medical Director 513 <input type="checkbox"/> Orthopedics: General 1 <input type="checkbox"/> Allergy/Immunology 514 <input type="checkbox"/> Orthopedics: Subspecialties 501 <input type="checkbox"/> Anesthesia 57 <input type="checkbox"/> Otorhinolaryngology 550 <input type="checkbox"/> Behavioral Health (exclude Psychology) 529 <input type="checkbox"/> Palliative Medicine 502 <input type="checkbox"/> Cardiology 515 <input type="checkbox"/> Pathology 10 <input type="checkbox"/> Dentistry 516 <input type="checkbox"/> Pediatrics: General 503 <input type="checkbox"/> Dermatology 517 <input type="checkbox"/> Pediatrics: Non-Surgical 13 <input type="checkbox"/> Emergency Medicine 518 <input type="checkbox"/> Pediatrics: Surgical 14 <input type="checkbox"/> Endocrinology/Metabolism 532 <input type="checkbox"/> Physiatry 504 <input type="checkbox"/> Family Medicine 520 <input type="checkbox"/> Podiatry 505 <input type="checkbox"/> Gastroenterology 534 <input type="checkbox"/> Preventative Medicine 22 <input type="checkbox"/> Genetics 521 <input type="checkbox"/> Psychiatry 551 <input type="checkbox"/> Geriatrics 136 <input type="checkbox"/> Psychology 552 <input type="checkbox"/> Hematology 522 <input type="checkbox"/> Pulmonary/Critical Care 506 <input type="checkbox"/> Hospital Medicine 91 <input type="checkbox"/> Radiation Oncology 31 <input type="checkbox"/> Hyperbaric Medicine/Wound Care 523 <input type="checkbox"/> Radiology 32 <input type="checkbox"/> Infectious Disease 95 <input type="checkbox"/> Rheumatology 530 <input type="checkbox"/> Informatics 96 <input type="checkbox"/> Sleep Medicine 553 <input type="checkbox"/> Integrative Medicine 524 <input type="checkbox"/> Surgery: Cardio/Vascular/Thoracic 554 <input type="checkbox"/> Intensivist 525 <input type="checkbox"/> Surgery: General 507 <input type="checkbox"/> Internal Medicine 102 <input type="checkbox"/> Surgery: Neurological 36 <input type="checkbox"/> Nephrology 104 <input type="checkbox"/> Surgery: Oral 533 <input type="checkbox"/> Neurology 526 <input type="checkbox"/> Surgery: Plastics 509 <input type="checkbox"/> OB/GYN: General 110 <input type="checkbox"/> Surgery: Transplant 510 <input type="checkbox"/> OB/GYN: Subspecialties 527 <input type="checkbox"/> Surgery: Trauma 555 <input type="checkbox"/> Occupational Health 528 <input type="checkbox"/> Urgent Care 511 <input type="checkbox"/> Oncology 535 <input type="checkbox"/> Urology 512 <input type="checkbox"/> Ophthalmology 140 <input type="checkbox"/> Other _____ 128 <input type="checkbox"/> Optometry *APP Specialty Type of Search 255-1 <input type="checkbox"/> Primary Care 3 <input type="checkbox"/> Surgery 2 <input type="checkbox"/> Specialty Care	
5.	Which of the following additional responsibilities go with the position? 219 <input type="checkbox"/> Leadership 220 <input type="checkbox"/> Research 221 <input type="checkbox"/> Academic/teaching 222 <input type="checkbox"/> None of these	
6.	Was Locum Tenens used in conjunction with the search?	-1 <input type="checkbox"/> Yes 32 -2 <input type="checkbox"/> No
7.	Date search began?	35
8.	*Position status? (as of 12/31/24) 36-1 <input type="checkbox"/> Open 2 <input type="checkbox"/> Filled 3 <input type="checkbox"/> Canceled 4 <input type="checkbox"/> Hold	
9.	Primary Method Used to Successfully Fill Position 40-15 <input type="checkbox"/> Casual/Locum/Per Diem converted to Perm 8 <input type="checkbox"/> Journal advertisements 2 <input type="checkbox"/> Cold-calling 14 <input type="checkbox"/> Organization Website 3 <input type="checkbox"/> Direct mail 1 <input type="checkbox"/> Provider-specific association meetings 4 <input type="checkbox"/> Email 9 <input type="checkbox"/> Referrals 18 <input type="checkbox"/> Former Employee 10 <input type="checkbox"/> Residency and fellowship programs 5 <input type="checkbox"/> Internal Trainees 11 <input type="checkbox"/> Search firms: contingency 16 <input type="checkbox"/> Internal Transfer (Non-Resident/Trainee) 12 <input type="checkbox"/> Search firms: retained 6 <input type="checkbox"/> Internet Job Boards 17 <input type="checkbox"/> Social Media 20 <input type="checkbox"/> Job Fairs: Traditional 23 <input type="checkbox"/> Virtual Events 21 <input type="checkbox"/> Job Fairs: Virtual 13 <input type="checkbox"/> Other _____	
10.	FTE Level of Provider who Filled Position (however your organization defines these) 42-1 <input type="checkbox"/> Full-time 2 <input type="checkbox"/> Part-time 3 <input type="checkbox"/> PRN	
11.	Date position filled/placed on hold/canceled?	65
12.	*Days to fill position?	44