



Five Keys to Successful Physical Therapist Recruitment Career Tree Network

Most employers struggle to recruit Physical Therapists for their open positions. The challenge to fill your open PT position with a high quality candidate is not unique.

With the shortage of Physical Therapists in most parts of the United States, effective recruitment often requires a proactive dedicated approach to attract and retain top talent within a hiring process.

At Career Tree Network, we perform recruitment advertising for Physical Therapist positions with guaranteed results.

Here are our top recommendations to recruit a PT:

Key #1

Move Quickly



The best candidates are hired quickly and only available for a short period of time. A candidate interested in your open position may have already completed interviews. With potential job offers from competing employers, you'll want to act with urgency to complete your hiring process. We recommend making contact with candidates within 24 hours. It's best if your initial contact is performed via both phone and email. (Text Message also works nicely for many candidates.) Some candidates do not check email on a regular basis. Other candidates don't check their voicemails. You'll want your message to actually reach the candidate via their preferred communication channel.

Even if you don't have time right away for a conversation, a quick email or text message can go a long way to impress a candidate.

Key #2

Follow-up



There are two types of candidates: Active vs. Passive. Active job seekers are committed to their career search. (Think of a new grad searching for their first position.) Passive job seekers are relatively happy in their current situation but open to explore other options. (Depending on what they find, they may or may not leave their current employer.)

Active candidates are the easiest to work with. Passive candidates tend to be higher quality. The best Candidates are busy and often not available to answer their phone during the workday. As a result, you may need to follow-up multiple times with a candidate interested in your open position. We recommend follow-up via three channels: phone, email and text messaging.

Key #3

Sell First



Physical Therapists have a variety of career options. The ball is in their court and they hold the power (whether we like it or not). With that in mind, we can't go out with guns blazing to grill candidates with fancy interview questions. For example, "Why do you want to join our team?" is an ineffective question for passive job seekers. We've found that to sell first and screen second works best. We understand the importance of thorough candidate screening, but that needs to happen after an effort is made to build candidate rapport and interest by sharing why your organization is a great place to work.

Key #4

Interview Once



Plan the interview / hiring process to enable one in-person meeting. Make an effort to ensure everyone who needs input to the hiring process is available during that one interview day. Having candidates come back for multiple interviews is a waste of your time, a waste of the candidate's time and it increases the risk that they will lose interest in your company and the open position. Consider including a job shadow during that one interview day. You want to be first to extend a job offer.

Key #5

Aim High



Our recommended strategy is to ask the candidate for their salary expectations within the in-person interview. Then as the process unfolds, if a job offer is extended, it should be at or above their salary expectations. Waiting until the in-person interview to discuss compensation helps to ensure that the candidate takes in to consideration the quality of the work environment when they share their salary expectation. Sight unseen, a stated salary expectation is often higher before the full-picture is taken in to consideration. If a candidate accepts an offer lower than their expectation, they will often continue their career search and are more easily lured away by other opportunities. Also, many Physical Therapists (especially recent grads) are not comfortable with the business side of salary negotiation. Some PTs would rather decline the job offer rather than be put in a situation where they feel a need to negotiate.

Aim high with your compensation and benefits package. With this approach, you'll be more likely to attract and retain top talent who are willing to work hard and feel valued for the skills they bring. This also helps reduce employee turnover to keep your employment costs low while maintaining high service levels to meet patient needs.

We would welcome the opportunity to discuss your recruitment needs.

Please contact us because we are specialized, effective and move quickly:

Brian Weidner – President - 414-465-2755 - brian@careertreenetwork.com