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October 2018

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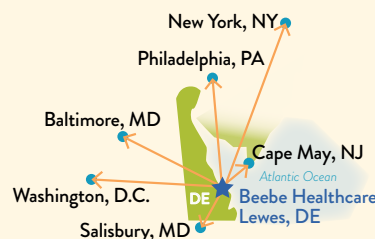
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Physician Opportunities

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Let's Eat! Explore New Orleans Cuisine

Savor the french-inspired cajun cuisine of The Big Easy

When you think about New Orleans it's easy to conjure up images of soulful blues or live jazz music, and a mysterious voodoo vibe. Yes, New Orleans is all of that and more – rich in history, tradition, and remarkable architecture. New Orleans is also one of the most welcoming places to visit. In fact, the city's motto is "Laissez les bon temps rouler!" (Let the good times roll!)

Tourists and residents alike agree that the friendly, laid-back ambiance in New Orleans (affectionately called NOLA) is palpable. However, NOLA is most famous for its amazing food. Here are just a few of our top picks. *Bon appétit!*

Café du Monde

The original French Market coffee purveyor, has been roasting and serving coffee since 1862. Their chicory coffee recipe is world famous as are their beignets (pronounced ben-yays). Served as a trio, these square doughnuts are covered with a veritable cloud of powdered sugar (that can become airborne if you breathe too close to them). They claim the secret to their beignets is the cottonseed oil they use to fry them. Whatever the secret ingredient is, they are wonderfully fluffy and delicious! You can also buy their beignet mix and experiment at home to make these sweet treats.

The Café has eight locations and is open 24 hours a day, 364 days a year (closed for Christmas). Cash only.

800 Decatur Street | New Orleans, LA 70116 | 504-525-4544
www.cafedumonde.com

French Truck Coffee

You can't miss the bright yellow and blue building, but the limited seating isn't conducive to lingering. That's OK, because

you can watch them roasting their beans through the window! Grab a (cold brew) coffee and your day will be off to an amazing start. Small selection of local pastries as food options, but the coffee is the real focus here.

1200 Magazine Street | New Orleans, LA 70130 | 504-525-4544
www.frenchtruckcoffee.com

Hotel Monteleone

This venerable hotel's Carousel Bar is credited with inventing the Vieux Carre cocktail. Even if you don't want to experiment with any of the local specialty drinks, just go for the fun of it – the bar rotates and is a fantastic place to people-watch!

214 Royal Street | New Orleans, LA 70117 | 866-338-4684
www.hotelmonteleone.com

The Praline Connection

What started out as a home food delivery service for working women who were too busy to cook, The Praline Connection Restaurant is beloved for serving some of NOLA's best Cajun/Creole style food. If you are with a group, order the Connection Platter (crawfish, catfish, chicken livers, chicken wings, okra, and pickles). Two sizes – serves 4 or 8. And the delicious pralines (a New Orleans specialty) have inspired a separate candy shop.

542 Frenchmen Street | New Orleans, LA 70116 | 504-943-3934
www.pralineconnection.com

Brennan's New Orleans

An upscale dining experience for those who want Creole cuisine, fine breakfast fare and sinfully delicious desserts (try the Bananas Foster, flambéed tableside). Located in the French Quarter, this restaurant attracts locals and tourists alike. The building has a pink facade, eight dining rooms, a private wine



New Orleans is rich in history, tradition and remarkable architecture. However, NOLA is perhaps most famous for its amazing food.

room and a courtyard with an elegant setting especially suited for special occasions.

417 Royal Street | New Orleans, LA 70130 | 504-525-9711
www.brennansneworleans.com

Restaurant R'evolution

Another premier dining spot, Restaurant R'evolution is situated in the Royal Sonesta Hotel on Bourbon Street. This is a must-try stop for foodies. The menu is innovative, imaginative and impressive, with a price tag to match. Cajun/Creole dishes are given a modern twist and include Crawfish Stuffed Flounder Napoleon and the Gulf Shrimp and Grits. R'evolution offers a tasting menu where you can sample a bit of this and that. The bar is known for hand crafting a great Sazerac (New Orleans version of a Cognac or whisky cocktail).

777 Bienville Street | New Orleans, LA 70130 | 504-533-2277
www.revolutionnola.com

J's Seafood Dock

This no-frills neighborhood market catches, shucks, and serves your oysters fresh from the sea! They also do a great crawfish boil. J's Seafood Dock is open only for lunch and the earlier you go, the better the selection. Once it's caught, cooked, and served, that's it for the day.

1100 N Peters Street | New Orleans, LA 70116 | 504-523-5757

The Munch Factory

This newest addition to the Smithsonian family opened This casual but innovative restaurant has recently moved to a new, larger location in the Lower Garden District and as it continues to expand its space and its menu, it offers some of the best Cajun/Creole food in NOLA. Their bread pudding in particular receives raves so definitely save room for dessert!

1901 Sophie Wright Place | New Orleans, LA 70130 | 504-324-5372
www.themunchfactory.net

Café Amelie

The lush courtyard of Café Amelie has been described as one of the most enchanting places to dine in NOLA. The Old-World courtyard with its lovely fountain and verdant plantings sets the stage for a romantic brunch, lunch, or dinner and is a serene oasis just steps away from the bustling French Quarter activity.

912 Royal Street | New Orleans, LA 70116 | 504-412-0198
www.cafeamelie.com

One last thing: before you bid NOLA adieu, make sure to pop into one of the many voodoo shops and purchase some gris gris (pronounced *gree gree*) souvenirs to take home to friends. They are good luck charms and are very inexpensive. ■

UCSF

Fresno Medical Education Program School of Medicine



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The UCSF Fresno Medical Education Program and Central California Faculty Medical Group (CCFMG) are recruiting for a physician to join the teaching faculty. The successful applicant must be board certified in Family Medicine, have a license to practice medicine in the United States, and be eligible to obtain a California medical license at the time of hire. This position provides an opportunity for teaching, clinical research, and community practice. Proficiency in OB optional. Administrative/leadership opportunities are available. A competitive salary is offered.

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<https://aprecruit.ucsf.edu/apply/JPF01973>

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www.fresno.ucsf.edu

www.communitymedical.org

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MEDICAL CENTER**

Interested candidates should address their C.V. to:

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CHA is currently expanding our primary care services and we are seeking Family Medicine Physicians for our various neighborhood health centers. Our neighborhood health centers are NCQA certified level 3 Medical Homes, and CHA is a national leader in primary care innovation.

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Which Facilities Are Recruiting Physicians

Physicians are in high demand. The U.S. Bureau of Labor Statistics reported that jobs for doctors will grow 24 percent between 2010 and 2020. In fact, the Association of American Medical Colleges (AAMC) has suggested that the country will lack between 40,800 and 104,999 doctors by 2030. As a result, today's physicians will continue to have exceptional career choices if they plan early and wisely.

Moving towards Employment

One of the most significant trends in recent years has been the fast-moving trend away from the traditional private, independent practice model, and towards increasing levels of employment by large healthcare groups (e.g., Ascension Health, Community Health Systems). Residents entering the profession today are far more likely to gain employment than they would have been just a few years ago.

Part of this trend can be explained by the changes to the way physicians are paid for the work they do, which have served to make self-employment less profitable. Physicians are trading the autonomy of the private practice model for the certainty of a pay check. However, the commercial growth strategies of the large healthcare groups are also fueling this trend: hospital ownership of physician practices increased by 86% in just three years as hospitals acquired 31,000 physician practices in the USA between 2012 and 2015.

In 2012, one in seven medical practices was owned by a hospital; by 2015, that ratio was one in four. This trend is inevitably following through into the types of recruitment opportunities: recruitment agency Merritt Hawkins reports that in 2016/17, 43% of its physician search assignments were for hospitals, and 27% for groups. What's more, 90 percent of

its searches were for the employment model rather than the private practice model.

Hospitals and Veterans Affairs Hospitals

Demand for primary care physicians and the acquisition strategies of the large hospitals and groups coalesced to create a growing opportunity for hospitalists. Because no residencies exist in hospitalist programs yet, routes into this role are dominated by general internal medicine.

As healthcare providers focus increasingly on population health management, it is likely that the demand for primary care physicians will continue to rise.


Psychiatry must play an important role in successful population health management, so demand is expected to rise in this field too. As in many fields, the aging workforce is also driving demand – almost half of existing psychiatrists are expected to retire within the next five years.

Already, almost 77% of U.S. counties report a severe psychiatrist shortage, but Veterans Affairs (VA) hospitals, in particular, are eager to recruit.

Although VA hospitals represent a relatively small part of the overall healthcare provider landscape, recent national concern over long wait times at VA facilities have driven recruitment activity for these centers – and hundreds of physician recruitment opportunities exist for those facilities.

Striking a Better Work-Life Balance

Because of the shortage of physicians across the board, and most acutely in primary care, professional recruiters are also



As healthcare providers focus on population health management, it is likely that the demand for primary care physicians will continue to rise.

HELP WANTED

reporting a rise in the number of temporary contracts and opportunities.

In its 2017 Survey of Temporary Physician Staffing Trends, healthcare staffing firm Staff Care reports that, of those healthcare facility managers surveyed, 94% had used locum physicians sometime during the last 12 months – up from 91% in 2014, and from 74% in 2012.

As the difficulty to fill physician positions becomes more acute, it is likely that hospitals and other healthcare providers will be increasingly forced to look to temporary staffing solutions to fill the gaps – offering opportunities to physicians who prefer to take a more flexible approach to working life.

Physicians today are in a great position with many career opportunities and competitive salaries. Whether the choice is for full-time or part-time employment, the current demand for talent is such that employment is only a matter of choosing where to begin. ■

ABOUT THE AUTHOR

Melanie Grano is a freelance business writer and 20-year Journalism veteran who regularly contributes to career-based publications, including *ThirdCertainty* and *Computer Times*.



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Is Telemedicine Right for You?

Telemedicine, also known as telehealth, is the practice of using technology to deliver medical services at a distance. It occurs by using a telecommunications infrastructure to connect a patient (at the original place of treatment) and a physician, or other practitioner that is licensed to practice medicine, in remote regions and communities. Telemedicine allows physicians to treat patients by providing on-demand healthcare without wasting time or costs of in-person visits.

Telemedicine has been used since the 1960s, thanks to NASA who built telemedicine technology into early space crafts and space suits in order to monitor their astronauts' health during missions. In 1964 and 1967, telemedicine technology was linked to the Norfolk State Hospital and the Massachusetts General Hospital for providing consultations and medical care to remotely located patients. By the early 1970s, the US Department of Health, Education and Welfare (HEW) funded telemedicine research projects in New York, Boston and Chicago.

What telemedicine means for physicians

For physicians, telemedicine is a growing field that allows them to deliver high standards of care without the associated overhead. 90% of health leaders are developing or implementing telemedicine technology. 64% of telemedicine programs offer remote monitoring whilst 35% of employers with on-site health facilities currently offer telemedicine services. But would Americans be happy with a video visit to discuss a health issue? According to AdvancedMD, 64% of Americans said yes, they would be willing to have their doctor visit conducted via video.

The AAFP (American Academy of Family Physicians) supports the use of telemedicine as an efficient way of improving health when conducted in a way that is supportive of longitudinal care within the appropriate levels of care. They also state that physicians should be compensated for services that are reasonable, safe and effective, medically appropriate and provided within the accepted standards of medical practice.

Who would use telemedicine services?

A recent study by Pub Med demonstrated the benefits of telemedicine care for patients and resulted in.

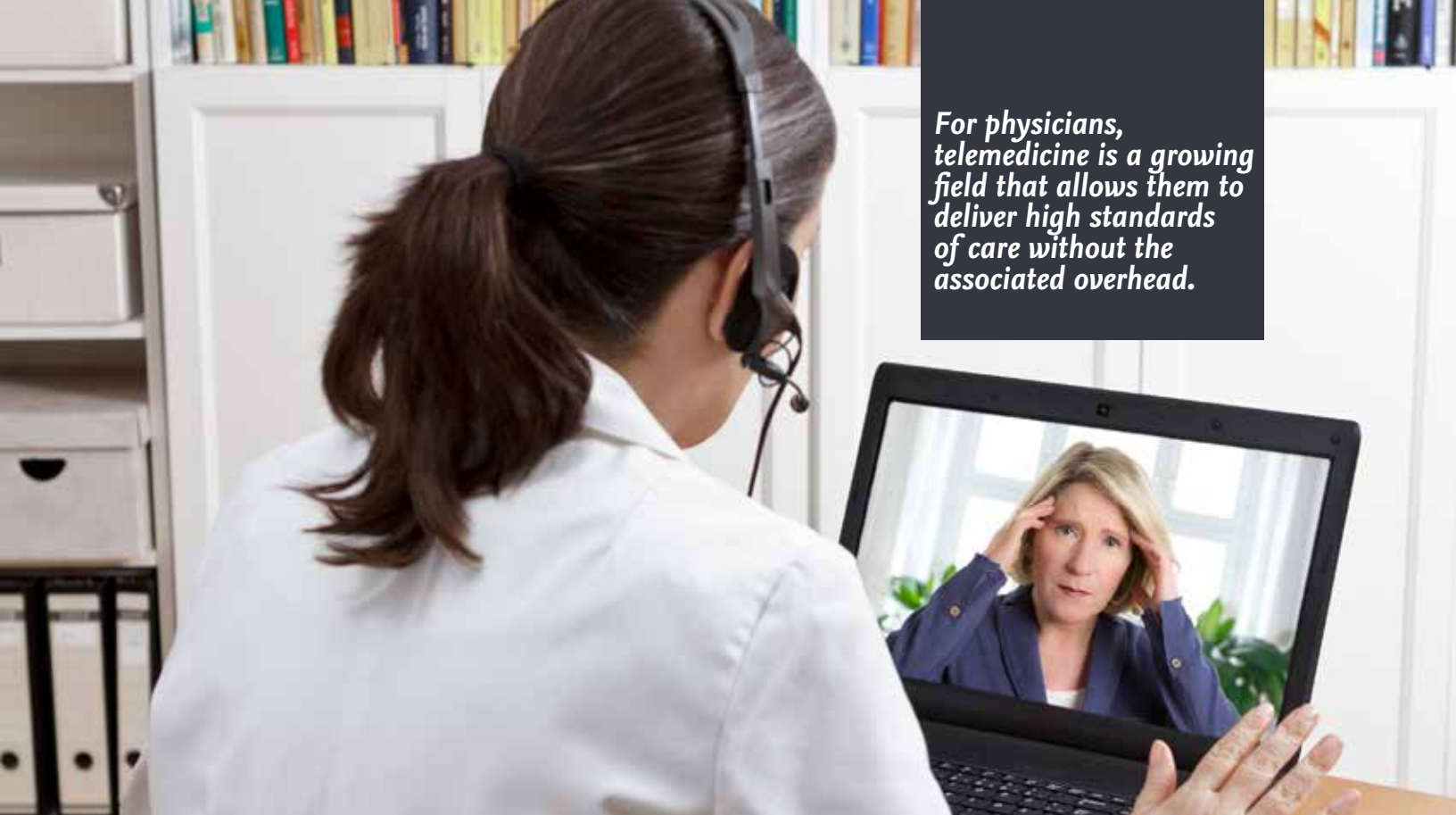
- 38% fewer hospital admissions.
- 31% fewer hospital re-admissions.
- 63% more likely to spend fewer days in hospital.
- More patients were better engaged in their own healthcare.

Reimbursement for patients that pay privately, and Medicaid policies vary widely according to state and private payer telemedicine services plans. However, Medicare coverage, although limited to specific services within allocated rural or health professional shortage areas (HPSAs), does not vary.

What are the benefits?

The benefits of telemedicine services include:

- Patients received personal face time without the hassle of commuting.



For physicians, telemedicine is a growing field that allows them to deliver high standards of care without the associated overhead.

- Technology offers seamless integration which keeps physician's overheads low thereby keeping costs down for patients.

- Physicians are able to offer in-house specialist consulting to diagnose patients in less time.

Patients are more engaged in their own health care, physicians are able to treat more patients and the quality of patient care is improved as telemedicine services offer a patient-centered approach. According to a Cisco global survey, 74% of patients prefer easy access to healthcare services over in-person interactions with providers - convenience is the key.

Remote analysis, monitoring services and electronic data storage can significantly reduce healthcare service costs, saving money for providers, patients and insurance companies. It can also reduce non-urgent unnecessary ER visits and eliminate transport costs associated with regular check-ups. In addition, telemedicine services can boost revenue by turning on-call hours into billable time, attract new patients, and reduces no-show rates for physicians who decide to move to a flexible work-from-home option

Leading telemedicine healthcare specialties

Although telemedicine is becoming increasingly popular with physicians across medical specialties, not all areas of medical care can benefit from the use of telemedicine services. American Well, a provider of telemedicine services, conducted a survey with QuantiaMD, gathering information from over 2,000 primary care physicians on the topic of video consultations.

The survey revealed 10 key medical specialties that physicians have found suited to the use of telemedicine services.

1. Dermatology – 76%.
2. Psychiatry – 54%.
3. Infectious diseases – 46%.
4. Pain management – 37%.
5. Neurology – 36%.
6. Cardiology – 34%.
7. Rheumatology – 32%.
8. Gastroenterology – 24%.
9. Sports medicine – 18%.
10. Oncology – 17%.

Another principal area that telemedicine services can be beneficial is pediatrics. Every parent's worst nightmare is a sick or injured child, especially when they live in a rural or remote area. Combine this with a significant shortage of pediatric care providers and it leads to long waiting times and overcrowded doctors' waiting rooms. While providing care via a video consultation is not the same as a visit to the ER, it does help to prevent unnecessary visits or to fill the gap created by a shortage of physicians. It can also provide vital support to parents with children who suffer from chronic conditions, such as asthma, diabetes and epilepsy. The American Academy of Pediatrics telemedicine report concluded that "the use of telemedicine technologies can help reduce missed appointment rates, increase adherence to recommended therapies, and help

insure the appropriate frequency of recommended physician visits.”

Another principal area that telemedicine services can be beneficial is pediatrics. Every parent's worst nightmare is a sick or injured child, especially when they live in a rural or remote area. Combine this with a significant shortage of pediatricians and it leads to lengthy wait times and overcrowded waiting rooms. While providing care via a video consultation is not the same as a visit to the ER, it does help to prevent unnecessary visits or to fill the gap created by a shortage of physicians. It can also provide vital support to parents with children who suffer from chronic conditions, such as asthma, diabetes and epilepsy. An American Academy of Pediatrics policy statement concluded that “the use of telemedicine technologies can help reduce missed appointment rates, increase adherence to recommended therapies, and help ensure the appropriate frequency of recommended physician visits.” In addition, The American Psychological Association (APA) also points out that telemedicine and mental health services have long been successfully associated with each other.

Is telemedicine for you?

There is a range of telemedicine providers that physicians can work with; many provide these services along with traditional doctor/patient coverage, often supplementing a private practice income. Physicians are usually paid per patient or per consultation and most providers offer a base rate per hour payment option. For the majority of physicians, it would not be feasible to run their practices based upon offering only telemedicine services.

TelaDoc, founded in 2002, was the USA's first and is now the largest telemedicine provider. Physicians who wish to use telemedicine services must complete training, such as how to conduct a consult with a patient, how to use the telemedicine provider's website and how to improve listening skills. Once a physician has determined how much spare time they have available, it is possible to calculate how many telemedicine consultations can be achieved effectively. Another telemedicine provider, HealthTap, describes itself as a leading digital health hub. With digital technology at the forefront, being able to respond quickly to a request for a live consultation almost anywhere is very much an added bonus for the physician and the patient. As with Teladoc, training is provided explaining how to use their telemedicine services via a series of webinars, including such topics as setting up your computer and performing a consultation

For most physicians starting out in telemedicine, the number of patients and the hours dedicated to the service is low. Over time, though, this will increase with some physicians consulting between four and five hours of their time a day. But this isn't always on consultations. Doctors are encouraged to answer questions, interact with other doctors, and become involved in conversations online, which increases your patient exposure.

Telemedicine tips

1. Technology – telemedicine services are based on technology; the better the technological support from the telemedicine provider, the more successful the physician will be.
2. Telemedicine supports nurses – the nurses that work for telemedicine providers are a vital connection between the physician and the patient. From direct call back numbers to providing prescription calls to pharmacies, a good telemedicine nurse can be the difference between failure and success.
3. Malpractice coverage – as a physician, it is recommended that the telemedicine provider of your choice is able to provide malpractice cover within the state of your licence.
4. Document your consultations – because physician/patient consults take place remotely, via a phone or video or other means, it is important to ensure that the conversation is documented together with any symptoms, the diagnosis and any treatment. It is also important to make careful patient notes.

The average telemedicine physician's salary in the US ranges from \$123,000 to \$278,000 a year. With more and more people using online digital services, around 70% of people are able to meet with their healthcare needs as they require, and often at lower rates.

While telemedicine doesn't replace the emergency or urgent care, it may go a long way to relieving the pressure on primary care. ■

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Family Medicine

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Competitive compensation package including guaranteed base salary (initial term), wRVU opportunity, sign on and relocation.

To be considered for this position, please submit an online application. Should you require additional information, please apply at www.wellstarcareers.org or e-mail stacy.lind@wellstar.org.

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Employed Outpatient Family Practice with Loan Repayment & More

Beebe Healthcare offers Family Practice opportunities in this family-oriented resort area with optimal work-life balance. Beebe is a progressive, dynamic not-for-profit community health system with a 210-bed hospital and numerous satellite campuses and facilities throughout southern Delaware, plus a \$180,000,000 system-wide expansion currently underway. Beebe is committed to attracting and retaining top clinical talent. Beebe Healthcare. Rich in History, Focused on the Present, with an Eye to the Future.

Family Medicine BE/BC

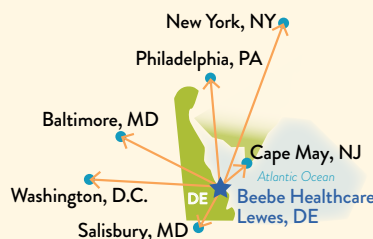
- Outpatient Family Medicine BE/BC
- Employed opportunities with Beebe Medical Group, our large multi-specialty hospital network
- Operations provided; physician focus is on delivering high quality patient care
- Competitive base compensation and incentives using national MGMA guidelines
- Generous benefits, including loan repayment, sign-on, relocation and CME allowances and more

About Beebe Healthcare BeebeHealthcare.org

- Progressive, high quality care, and patient satisfaction
- Cardiac surgery, interventional cardiology, cancer center with radiation, da Vinci Xi robot 256-slice CT, 3.0T MRI, PET Scan, 3D mammography, 20-bed ICU, hyperbaric chambers
- 400+ providers on staff; 48,000+ Emergency visits
- Margaret H. Rollins School of Nursing on site

South Coastal Delaware Location

- Exceptional quality of life
- Near major metropolitan areas: Philadelphia, DC, Baltimore, NYC
- Safe, family-friendly beach resorts
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- Low overall coastal cost of living
- Private, charter and public school choices



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from major East Coast destinations.*

Email introductory cover letter and CV to:
Marilyn Hill, Director of Physician Services
mhill@beebehealthcare.org

Beebe Medical Group Administration
1515 Savannah Road, Suite 102
Lewes, DE 19958

www.beebehealthcare.org
www.beebemedicalgroup.org

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Physician Opportunities



AUGUSTA
UNIVERSITY

Family Medicine Clinician Educator
DEPARTMENT OF FAMILY MEDICINE

OVERVIEW

The Department of Family Medicine (DFM) in the Medical College of Georgia (MCG) at Augusta University is seeking clinician educators to support its teaching, scholarship, and service programs in response to anticipated growth in undergraduate medical education and its Family Medicine residency.

ABOUT AUGUSTA, GA

Nestled along the banks of the Savannah River, Augusta is the second oldest and second largest city in Georgia. The greater metropolitan area, home to half-a-million residents, offers a small-town feel with big-city flair – arts, culture, shopping, fine cuisine, sports, and a host of recreational pursuits are paired with low cost of living and picturesque friendly neighborhoods. Known as the Garden City, Augusta with its flower-studded beauty and grace has a well-earned reputation for tradition, hospitality, and heritage.

QUALIFICATIONS

Qualified candidates will have completed an ACGME or AOA accredited Family Medicine Residency Program and be board-certified (or board-eligible) by the American Board of Family Medicine.

LEARN MORE

If interested in learning more about available positions, please email a letter of interest and current CV to:

Arman Razavipour, MBA

Physician Recruiter

Email: arazavipour@augusta.edu

Medical College of Georgia at Augusta University, 1120 15th Street, AA 1010, Augusta, GA 30912

Augusta University is an AA/EEO/Equal Access/ADA Employer



Join a team that makes a difference every day!

"Why TriHealth? They have many locations to choose from and their reputation of how they treat their physicians."

– recently hired TriHealth FP Physician



TriHealth Physician Partners in Cincinnati, Ohio, is inviting **BE/BC Family Medicine** physicians to join our outstanding team of Primary Care providers. We offer a number of practice choices including hospital- and office-based settings, ambulatory and wellness centers, student health services and urgent care locations.

As a TriHealth physician you will enjoy:

- Full-time employment with current opportunities in upscale suburban communities in the Greater Cincinnati area and also in Oxford and Lebanon, Ohio
- EMR
- NCQA Level 3 practices recognized as a Patient Centered Medical Home
- Excellent work/life balance with flexible scheduling and call
- Competitive compensation along with productivity incentives
- Comprehensive benefits package and retirement offerings to meet your individual and family needs

Cincinnati is ranked #9 on Forbes' list of "The Best Cities for Raising a Family" and fifth on the publication's list of most affordable metro areas. Extremely inviting and affordable real estate markets with great schools makes all the areas we are staffing for great places to call home. Attractive relocation packages are available.

If you are interested in making a difference every day in the lives of your patients, your team members and our community, please contact:

Debbie Burries
TriHealth Physician Recruiter
debbie_burries@trihealth.com
513 382 1988
TriHealth.com



TriHealth.com

Stop by the TriHealth booth #1138 at the upcoming October FMX Annual Meeting in New Orleans. The first five attendees from Ohio that want to know more about our opportunities will receive a gift card. I look forward to seeing you there!

Great Opportunity for a Family Practice Physician

Provide out-patient care to the diverse population of **Plaistow, New Hampshire**

with an organization that supports each physician's professional growth
&
values physician input with regard to company policy.

Core Physicians is a community based, multi-specialty group practice affiliated with Exeter Hospital. Its fundamental mission is to improve the health of individuals and families in the communities served. As a major provider of primary care services in the region, Core Physicians continues to develop diagnostic and surgical services to meet the increasing healthcare needs of a rapidly expanding population. In addition, specialty care services continue to be added to complement Core's community-based, patient-focused care. Core Physicians is committed to its medical staff, providing challenging practice opportunities, great benefits and salary, advanced technology, and a collegial and supportive spirit.

With the physician/patient relationship at the center of a responsive healthcare delivery system, Core Physicians remains committed to the following principles:

1. Excellence in quality and service supported by clinical competence, professionalism and strong patient satisfaction
2. Physician-directed care where doctors and patients make appropriate healthcare decisions based on medical need
3. Operational excellence based on individual knowledge and accountability, rooted in a strong infrastructure and assured by state-of-the-art technology
4. Geographic expansion continuing to provide area residents with convenient access to appropriate medical care

For more information contact:
Heather Mamos, Physician Recruitment Specialist
Phone: (603) 580-7131
Email: hmamos@ehr.org

Visit us at www.CorePhysician.org





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