

# Search

## SEARCH CHECKLIST

- Did I define my candidate “musts”?
- Did I try a basic search angle?
- Did I try a more advanced search angle?
- Are there any other search angles to consider?
- Should I save a search or create a candidate List?

Posted Oct 22



## Hospitalist Opportunity in Silicon Valley

**Full-time**

San Francisco, CA

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The Doximity Health leadership team at San Francisco Regional Hospital is looking for a Hospitalist trained in Internal Medicine or Family Medicine to join its growing department and brand new facility.

Ideal candidates will be passionate about the evolution of Hospitalist Medicine and will thrive in an innovative environment. San Francisco Regional Hospital sits in the heart of The Bay Area with a hallmark care coordination technology initiative and thoroughly embodies the entrepreneurial atmosphere of Silicon Valley.

### When You Work With San Francisco Regional Hospital:

- **You receive an excellent compensation package and bonus structure.** Including \$300,000 income potential, generous sign-on bonus, paid relocation, full health benefits and malpractice coverage.
- **You enjoy a flexible 7 On / 7 Off schedule.** San Francisco Regional Hospital boasts a synergetic team environment with robust onsite administrative support, including billing and coding.
- **You're supported by the strength of a nationwide Hospitalist group.** Organizational stability and a supportive leadership team comprised exclusively of physicians are always available to you.
- **Your education comes first.** All expenses paid CME accredited courses are provided for your training needs.

### Requirements Include:

- Board Certification, or eligible to obtain, in Internal Medicine or Family Medicine.
- Current, or eligible to obtain, active and unrestricted California state medical license.
- Greater than 4 years of experience as a Hospitalist.

**Doximity Health** is the largest entirely physician-owned and operated Hospitalist group in the nation with opportunities in more than 145 hospitals in 29 states across the U.S. With consistent nationwide growth, your career potential is limitless within Doximity Health. To ease your family into ours, our dedicated recruiting team is here to help with every step of your transition to your new home.

To learn more, I welcome you to contact me directly.

## **1. DEFINING THE CANDIDATE**

*What are my “candidate musts” for the opportunity?*

**“Job Description forward” approach:**

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**“Search Page backward” approach:**

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## **2. BASIC SEARCH**

*Remember: “Let’s Search Candidates Like Experts”*

**Location:** \_\_\_\_\_

**Specialty:** \_\_\_\_\_

**Certification:** \_\_\_\_\_

**Licensure:** \_\_\_\_\_

**Experience:** \_\_\_\_\_

**# of Results:** \_\_\_\_\_

*Is this manageable? Could/should I refine further?*

## **3. ADVANCED SEARCH**

*Remember: “ATAK!”*

**Accomplishments:** \_\_\_\_\_

**Training:** \_\_\_\_\_

**Hospital Affiliation:** \_\_\_\_\_

**Keywords:** \_\_\_\_\_

**# of Results:** \_\_\_\_\_

*Is this manageable? Could/should I refine further?*

#### **4. OTHER ANGLES TO CONSIDER**

*From alumni networks to academic experience, hospital affiliations to rural environments there's always another search angle to consider.*

**What network ties might I be able to incorporate into this search?**

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#### **5. LISTS**

*Keep your candidate searches and contacts organized.*

**Types of lists I already use and find valuable in my current workflow:**

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#### **List Examples**

*Here are a few great use cases we've seen.*

- Organize your candidate searches to better manage "Search-to-Send" process
  - *E.g. "Silicon Valley Hospitalist"*
- Set reminders to contact later
  - *E.g. "Contact January 2015"*
- Track candidate touch points
  - *E.g. "Met at ACP 2014"*

**Try labeling a few lists of your own using these use cases at a starting point:**

1. Manage Search to Send: \_\_\_\_\_
2. Contact Later Reminder: \_\_\_\_\_
3. Track Candidate Touch Points: \_\_\_\_\_

## SEARCH CHECKLIST

- Did I define my candidate “musts”?
- Did I try a basic search angle?
- Did I try a more advanced search angle?
- Are there any other search angles to consider?
- Should I save a search or create a candidate List?

# Job Template

## PUBLIC JOB TITLE CHECKLIST

- Is your title less than 75 characters?
- Is your title engaging?
- Is your title limited in its usage of special characters?

## JOB TEMPLATE CHECKLIST

- Am I targeting the correct specialties?
- Did I type in a zip code and select a location?
- Is my job description informative and relevant?
- Do I want to distribute the opportunity as one of my Job Posts (if purchased)?
- Did I preview my opportunity to ensure it is easy to read?

## 1. PUBLIC JOB TITLE

*This is the title physicians first see.*

**Come up with 3 different Public Job Title ideas:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **PUBLIC JOB TITLE CHECKLIST**

- Is your title less than 75 characters?
- Is your title engaging?
- Is your title limited in its usage of special characters?

## 2. TARGET SPECIALTIES

*What specialty is needed for the opportunity?*

**Target specialty(ies):**

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## 3. LOCATION

*Where is the opportunity located?*

**Opportunity Location Zip:** \_\_\_\_\_ **City:** \_\_\_\_\_

**Level of detail I can share\*?:** City Level / County Level / State Level

*\*Make this selection from the dropdown menu after you enter a zip code.*

## 4. JOB DESCRIPTION

### **Did You Know**

Rich text formatting is available in the Job Description field! Use this feature to **Bold**, *Italicize*, Indent, and incorporate • Bullet Points • into your descriptions!

#### **Summarize the opportunity in one concise sentence:**

*Consider using as your lead-in sentence to introduce the rest of the full description.*

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#### **Specific aspects about the opportunity to consider highlighting:**

*For a highly technical position, consider highlighting the required expertise; for a position in a rural area, consider the community impact; for a position at an academic institution, consider the university accolades and other accompanying perks. The possibilities are endless!*

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### **Preview Before You Save!**

Is your job description easy to read and formatted correctly? Answer this question with confidence using the preview tools available at the bottom of the template form.

## 5. DISTRIBUTION FORMAT

*How will you distribute the opportunity and why?*

**By DocMail?:** \_\_\_\_\_

**By Job Post?:** \_\_\_\_\_

### **JOB TEMPLATE CHECKLIST**

- Am I targeting the correct specialties?
- Did I type in a zip code and select a location?
- Is my job description informative and relevant?
- Do I want to distribute the opportunity as one of my Job Posts (if purchased)?
- Did I preview my opportunity to ensure it is easy to read?



# DocMail Message

## SUBJECT LINE CHECKLIST

- How many characters?
- Does it speak to the position?
- Is there any way to make it more appealing?
- If I received this DocMail, would I click?

## DOCMAIL MESSAGE CHECKLIST

### **Writing Your DocMail Message:**

- What's essential to communicate upfront?
- Who am I writing for?
- What's the "game changer" detail about the opportunity?

### **Sending Your DocMail Message:**

- Did I attach the appropriate Job Template?
- Did I preview the DocMail to proofread?
- While previewing, did I ask myself "If I received this DocMail, would I respond?"

## 1. SUBJECT LINES

*This is your first shot at getting a conversation started. Be brief and to the point.*

**Come up with 3 different subject line ideas:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### SUBJECT LINE CHECKLIST

- How many characters?
- Does it speak to the position?
- Is there any way to make it more appealing?
- If I received this DocMail, would I click?

## 2. DOCMAIL MESSAGE

*Make the physician want to keep the conversation going. Be personable and relevant.*

Show you've done your research. **What makes this physician an ideal candidate?:**

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Highlight the Position. **Start a conversation**

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Give a feel for the organization. **Provide some background info:**

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Introduce yourself to the candidate. **Make a connection:**

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Encourage to learn more about the opportunity. **Include a clear call to action:**

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### DOCMail MESSAGE CHECKLIST

**Writing Your DocMail Message:**

- What's essential to communicate upfront?
- Who am I writing for?
- What's the "game changer" detail about the opportunity?

**Sending Your DocMail Message:**

- Did I attach the appropriate Job Template?
- Did I preview the DocMail to proofread?
- While previewing, did I ask myself "If I received this DocMail, would I respond?"

# Reports

## ACTIVITY REPORT CHECKLIST

### Every time you log into Doximity Talent Finder:

- How many DocMails do I have left to send this Credit Period?
- How many days are left in this Credit Period?
- Am I taking the time to view and vet potential candidate profiles?

## JOB POST REPORT CHECKLIST

### Every time you log into Doximity Talent Finder:

- How many days has my Job Post been published?
- Is my Job Post targeting the proper geographic locations for this position?
- Is my Job Post targeting the the proper target specialties for this position?
- What is my Job Post ClickThru Rate?

## DOWNLOADABLE REPORT CHECKLIST

- When was the last time I ran a Downloadable DocMail report?
- What is my overall CTR for the last 30 days?
- What is my top performing subject line? Opportunity?
- What can I take from these metrics to improve on in the future?

## 1. ACTIVITY REPORT

Visit this page to view your DocMail activity and availability.

DocMail Credit Period start date: \_\_\_\_\_

Days left in current Credit Period: \_\_\_\_\_

# of DocMails currently available for my team: \_\_\_\_\_

# of DocMails currently available for me: \_\_\_\_\_

Highest # of profiles viewed\*: \_\_\_\_\_

*\*The more physician profiles you view and vet, the more confident you can be that you're starting DocMail conversations with the right candidates.*

### ACTIVITY REPORT CHECKLIST

#### Every time you log into Doximity Talent Finder:

- How many DocMails do I have left to send this Credit Period?
- How many days are left in this Credit Period?
- Am I taking the time to view and vet potential candidate profiles?

## 2. JOB POST REPORT

Visit this page to check on your Job Post performance.

**A “ClickThru Rate” is a metric commonly used to measure engagement. Apply the formula below to identify your more successfully engaging Job Posts.**

### Job Post ClickThru Rate (CTR) Formula

$$\frac{\text{Detailed Views}}{\text{Summary Views}} = \text{ClickThru Rate (\%)}$$

<b><u>Overall Account Job Post(s) CTR:</u></b>	<b><u>Individual Job Post CTR:</u></b>
# Detailed Views: _____	# Detailed Views: _____
# Summary Views: _____	# Summary Views: _____
ClickThru Rate: _____ %	ClickThru Rate: _____ %

<b>JOB POST REPORT CHECKLIST</b>
<p><b>Every time you log into Doximity Talent Finder:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> How many days has my Job Post been published?</li> <li><input type="checkbox"/> Is my Job Post targeting the proper geographic locations for this position?</li> <li><input type="checkbox"/> Is my Job Post targeting the the proper target specialties for this position?</li> <li><input type="checkbox"/> What is my Job Post ClickThru Rate?</li> </ul>

### **3. DOWNLOADABLE REPORT: HOW TO**

*Learn how to run a Downloadable Report.*

<b><u>How to Run a Downloadable DocMail Report</u></b>
<ol style="list-style-type: none"> <li>1. Go to the “DocMails Sent” Tab within your Reports Page</li> <li>2. Select the report date range from the drop-down menu</li> <li>3. Click the “Submit” button</li> <li>4. Once finished, open the report Excel file either from the (1) “Download Reports” page section or from (2) the link in the accompanying email notification</li> </ol>

**When was the last time I ran a Downloadable DocMail report?:** \_\_\_\_\_

### **4. DOWNLOADABLE REPORT: CALCULATING CLICKTHRU RATES**

*Use the downloadable report to identify successful engagement strategies.*

**A “ClickThru Rate” is a metric commonly used to measure engagement. Apply the formula below to identify your more successful DocMail engagement strategies.**

### ClickThru Rate (%) Formula

$$\frac{\# \text{ DocMails ClickedThru}}{\# \text{ DocMails Sent}} = \text{ClickThru Rate (\%)}$$

#### Overall Account CTR\*:

*\*Admin only function.*

# DocMails ClickedThru: \_\_\_\_\_

# DocMails Sent: \_\_\_\_\_

ClickedThru Rate: \_\_\_\_\_ %

#### Individual User CTR:

# DocMails ClickedThru: \_\_\_\_\_

# DocMails Sent: \_\_\_\_\_

ClickedThru Rate: \_\_\_\_\_ %

**30 day CTR:** \_\_\_\_\_ %

**Top performing subject line:**

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**Top performing opportunity:**

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**Most contacted specialty:** \_\_\_\_\_

### DOWNLOADABLE REPORT CHECKLIST

- When was the last time I ran a Downloadable DocMail report?
- What is my overall CTR for the last 30 days?
- What is my top performing subject line? Opportunity?
- What can I take from these metrics to improve on in the future?