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## Where to Find the Perfect Practice Manager

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One of the most important decisions a clinic owner will make is to decide who will manage day to day business operations. The most prevalent job title for this leadership position is Practice Manager. This article summarizes the methods available to find the perfect Practice Manager and evaluates each method's costs and benefits.

### **Methods available**

There are several ways to find the perfect Practice Manager. I recommend an incremental approach that first uses low cost, low risk options and then moves to higher cost options as needed. Here are the most commonly used methods:

- Online job posting on your company web site

- Search and contact through social networking web sites
- Craigslist
- Online job postings on association oriented web sites
- Online job postings on national, general public web sites
- Print advertising
- Search firms

### **Online job posting on your company web site**

Clinics don't receive many unsolicited web site visits from Practice Manager candidates so it's unlikely that this method alone will provide a good pool of viable candidates.

*Cost:* Free or minimal.

### **Search and contact through social networking web sites**

Finding candidates through social networking sites is popular right now. However, there are risks associated with this method. Not all social networking site participants welcome your job related contact. You can still make your job posting available to these participants by using a source like the Washington Healthcare News. The News uploads job postings to LinkedIn, Facebook and others.

*Cost:* \$20 and up per month for premium search capabilities.

### **Craigslist**

This will generate applications but

many will not be qualified. The low cost is compelling. Several recent scandals have tarnished its image as a low cost alternative to traditional classified advertising.

*Cost:* One 30 day posting is \$25.

### **Online job postings on association oriented web sites**

Association web sites are the best place to post a Practice Manager position. Even better are sites that combine regional associations and also send feeds to populate "free" meta-search job posting sites like Indeed® and SimplyHired®. The Washington Healthcare News (wahcnews.com) uses this business model as does at least one other national organization.

*Cost:* One 30 day posting ranges from \$225 to \$375.

### **Online job postings on national, general public web sites**

National web sites include sites like Monster.com and CareerBuilders. Placing a job on these sites also populates the various "free" job posting sites. These sites are large and non-specific to healthcare, but have many features for job seekers. Since they tend to be more expensive, often without the best results, use them only when a Practice Manager is in a hard to recruit area and then use them in conjunction with an association oriented web site posting.

*Cost:* One 30 day posting ranges from \$375 to \$568.

### **Print advertising**

This could be in newspapers, business journals or magazines. Print advertising can be effective but can also be expensive. Like national, general public web sites, use print advertising in a hard to recruit area and only in conjunction with an association oriented web site posting.

*Cost:* One full color print ad measuring 2.5" by 5" inches ranges from \$250 to \$1,000 or more.

### **Search firms**

This method costs the most and should be used only if all other options fail. You will probably receive multiple viable candidates.

*Cost:* 20% to 50% of job's salary.

### **Summary**

Finding the perfect Practice Manager is best done incrementally using lower cost options first and then moving to more expensive options as necessary. Most practices can get several viable candidates by posting the job on their own web site and on one or more association oriented sites. Tread lightly through social networks and consider Craigslist only if you have time to sift through many unqualified candidates. Use national sites, print advertising and search firms only in conjunction with or after exhausting other methods.

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