

A Strong Legacy

Five years later, Richard Strong's protégés continue to thrive

COFFEE BREAK



What was the smartest thing your company did in the past year?

"We started utilizing social media tools like LinkedIn and Twitter as a new way to connect with prospective physicians in a widening variety of specialties. We're known for representing well-qualified physicians and finding the right fit for each hospital placement. Using social media is helping us with this recruitment and selection process, as well as allowing us to stay in contact with physicians we've already established relationships with."

What's new at your company?

"As many know, there is a shortage of physicians. As a result, hospitals and medical groups that have not had problems filling positions in the past are now turning to us for Locum Tenens (temporary) coverage or our assistance in finding a full-time staff member. Psychiatry and urology are a few of the most sought-after specialties. It's exciting for us to explore these new areas and talk to new physicians in these specialties."

What will be your company's main challenges in the next year?

"With the recent passage of reform, the current health care system is in flux, and it's going to be uncertain for the next few years. Everyone knows we will need more primary care practitioners to handle the influx of newly insured patients. Hospitals are trying to get a handle on what their patient volumes may look like, so that they can determine how much can be absorbed by current staff and how much will need to be covered by additional physicians, physician assistants or

nurse practitioners. Due to this uncertainty, we want to contract with medical facilities with which we share common goals. We hold ourselves and our physicians to higher standards, and we want to work with organizations that do the same."

What's the hottest trend in your industry?

"Trends in physician recruitment tend to be based on whatever specialties are hot or in demand. In addition to the need for primary care physicians, the inquiries for advanced practitioners (physician assistants and nurse practitioners) also have increased. The other hot area is hospitalists. These physicians care for hospitalized patients, which frees up the primary care physicians to focus on office patients. Hospitalists are based in the hospital and work shifts like Emergency Medicine physicians. Many hospitals right now are either starting Hospitalist programs or expanding existing ones. Physicians with this expertise are in short supply. As the new health care plan gets implemented, I'm sure we'll see new trends develop."

Do you have a business mantra?

"Yes: Remember that the physicians we refer to clients have people's lives in their hands. We can never take shortcuts."

What was the best advice you ever received?

"Do what you do well and don't try to get into every area of business."

What do you like to do in your free time?

"I enjoy art and fashion as well as working out and playing with my new cocker spaniel puppy, Buckley."



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