

Neil Passey
Director of Marketing & IT

Phone: (850) 477-2475
Toll-Free: (888) 550-0556
E-mail: nandersen@kameddata.com



**Technology 2002 – How Far
Have We Come Since 1996?**
Published in ASPR Newsletter
Summer 2002

Technology 2002: How Far Have We Come Since 1996?

By Neil Passey, Director of Marketing & IT, KAMedData.com, Inc
Published in the ASPR Newsletter, Summer 2002

Well it has been three years since Niels Andersen, President & CEO, KAMedData.com, Inc. wrote the original ASPR article entitled “Technology: No Matter What We Do, We Can’t Escape It.” For the sake of objective contrast Niels asked me to write this follow-up article.

Of course it goes without saying that cell phones, faster laptop computers, and high-speed Internet access are prerequisites for success in a competitive recruitment world. The question is how can we best take advantage of current and emerging technology to help us succeed today and in the future?

In this article, we will identify some of the technology tools available that you should consider using if you haven’t already. Here’s an overview of what we’ll cover:

- Technology Issues to Consider
- Personal Communication Tools
- Selecting The Right Recruitment Software:
 1. Candidate Database Sourcing Technology Tools
 2. Contact Management Tools
 3. NEXT GENERATION: Web-Enabled Physician Recruitment Management Applications
- Internet Growth
- Conclusion
- PC-based vs. Web-Enabled Application Comparison Chart

Technology Issues to Consider

Time is money and downtime due to slow or the incompatible hardware will cripple productivity and cost money. Based on objective industry testing, user surveys and personal experience, we chose Dell computers as the backbone of our IT function because of their service and reliability. As we are a high-tech next-generation ASP software development firm it is critical that our development and testing environment is secure, reliable and flexible.

IT Departments vary, but our minimum specification requirements were as follows:

- Compatibility – industry standard parts so we can upgrade or add peripherals like printers, scanners, etc from any vendor in the future
- Service and Support – unconditional return or malfunction policy with same day replacement
- Speed / Power – 1.5 GHz processor [faster processing], 256 MB RAM [more flexibility]
- Portability – wireless connectivity; laptops for all executives
- Storage – we planned space for the future and have automated offsite backup and retrieval
- Security – Military strength 128 bit encryption and strict internal user policies
- Usability – Optical mice [No moving parts], Large, high resolution screens [View more- less scrolling], ergonomic keyboards [client recommendation!]
- Internet Access – Office: high speed DSL; Home: DSL or Cable [where available]; Hotel: DSL [where available].

Personal Communication Tools

Staying in touch is a must. Today most all cell phones can send and receive emails. We combine this with web-enabled iPAQ's and Palm Pilot's to manage our calendars, contacts, and email when out of the office. One-click synchronization ensures everyone has access to the same information at the same time. These portable devices are becoming powerful enough to store large amounts of data for instant access.

Selecting The Right Recruitment Software

There are basically three types of products available in the market today to help manage the recruitment process and candidate contact.

1. Candidate Database Sourcing Technology Tools.
2. Contact Management Tools
3. The Next Generation (NEXT GEN): Web-Enabled Physician Recruitment Management Applications

To make comparison easier between the hundreds of generic and healthcare specific products available, we divided solutions into 2 categories, the PC-based programs and the newer web-enabled solutions. We will only discuss some of the tools you might want to consider using, if you haven't already, the burden of due diligence is on you to find the best and most useful websites and programs to use (See our PC-based vs. Web Enabled Application Comparison Chart after this section)

Here are the tools that you can implement today:

1. **Candidate Database Sourcing Technology Tools**

The first step is getting the initial information on candidates from job banks and database lists. The next step is actual data migration from these sources into the tool you use to manage this information. Some make it easier than others! The resources listed below are well designed and enable the user to search and select specific criteria. Some of these companies collect more information than others. You need to decide how much and what data is important to you.

Sources:

1. www.PracticeChoice.com
2. www.MedBulletin.com
3. www.MedCareers.com
4. Trade Journal websites
5. Association websites
6. National list brokers:
 - MMSlists.com
 - Profilesdatabase.com
 - MDDirect.com
 - PracticeMatch.com
 - DMDdata.com

2. **Contact Management Tools**

These tools primarily focus on organizing and prioritizing basic data that you may have on a particular candidate. Tracking often includes all related email, fax, phone conversations, documents, and notes. Many also provide a task, calendar and reminder options. Some of these applications also provide expense tracking and other useful tools. We've identified generic and physician recruiter specific applications and further broken these categories down to PC-based and web-based versions.

Sources:

PC-based-Generic:

These applications are installed on your PC and some enable you to have multiple users. When selecting an application you should also define the extent to which you might want to be able to customize the product. Some are simple and inexpensive to modify but others are not.

ACT!; GoldMine; Microsoft Outlook, PCRecruiter

PC-based- Physician Recruiter specific:

There are at least two products available in this category today. The ones identified here are designed specifically with the recruiter in mind.

RecruiterMagic; Doc-in-the-Box

Web-based -Generic:

Too many to list, these products can be a valuable tool for those that only require generic non-healthcare specific features. These products are not specifically designed to provide the depth and scope you may need as a physician recruiter. See our comparison chart to help you decide what is best for you.

· SonicRecruit.com, Hire.com, egrabber.com, OfficeClip.com, HotOffice.com, PCRecruiter.com

Web-based-Physician Recruiter specific:

The ability to manage candidate information on the web is the future. Even database companies are expanding their scope and providing products that have extended their capabilities for the user to further collect and manage contact information.

· PracticeTrack.com

3. NEXT GENERATION: Web-Enabled Physician Recruitment Management Applications

Designed expressly for physician recruitment professionals, the next generation of applications will include complete on-line recruitment process management and training software. These products will efficiently run an entire recruitment department or enterprise. Today's advanced database architecture design allows for flexibility and an unprecedented ability to customize these applications to meet your desired level of complexity.

These tools will be very comprehensive, incorporating a wide variety of high-end, expert level features to help you completely evaluate and manage opportunities, candidates, and the procurement process.

These web-enabled tools will also include:

- Search options
- Advanced matching technology
- Secure unlimited storage and access 24X7
- User friendly interface for all skill levels
- Compensation and contract analysis
- Community profile analysis
- Demand analysis & need assessment
- Data upload from existing programs and from candidate database sources
- Advanced candidate profile management
- Interview management
- Multi-user capability from anywhere simultaneously
- Detailed background and reference check tracking/status management
- Management reporting capabilities
- Itinerary management
- Cost tracking by category

- Reminders
- To-do's
- Calendaring

Sources: KontaktIntelligence.com

Internet Growth

In 1999 experts predicted that by the year 2000, there will be over 50 million people using the Internet and its 10 million plus World Wide Web (WWW) sites, boy did they underestimate!

The new projections according to Computer Industry Almanac Inc., estimate Internet Users Will Top 1 Billion in 2005. Wireless Internet Users Will Reach 48% in 2005. The number of Internet users surpassed 530 million in 2001 and will continue to grow strongly in the next five years. By year-end 2005 the number of worldwide Internet users will double to 1.12B. An increasing portion of Internet users will be using wireless devices such as web-enabled cell phones and PDA's to go online. The wireless devices will be supplemental to PC Internet access for most users in developed countries.

As you focus in on the areas that can benefit the most from new technology, bear this quote in mind by Marc Pramuk, IDC senior analyst:

"...we project the worldwide erecruiting services market to reach almost \$15.7 billion by 2006 with a 2001-2006 compound annual growth rate (CAGR) of 40.9%.eRecruiting services demonstrated strong annual growth rates in 2001, despite the slowing economy and reduction in hiring..... this growth emphasizes the fundamental shift in the recruiting and staffing services market that identifies erecruiting services as a vital part of how organizations attract and hire the best candidates for open positions."

Worldwide eRecruiting Services Forecast, 2002-2006

This view is collaborated by many industry observers who see significant and continuing increases in usage of the internet, high-speed accessibility, leaseable software solutions, and centralized data storage.

Conclusion

There is no single solution or application that miraculously solves all issues with a wave of the magic stethoscope. Plus, the physician recruitment industry is not a static environment. We are required to keep up with the latest tools available for us to remain competitive.

Fortunately, companies have emerged that are intimately knowledgeable about the unique issues associated with specific industries and have created products to solve most of our needs.

Just as the huge changes made in the past three years have significantly helped us recruit better candidates, more efficiently and at lower costs, we are excited about the phenomenal changes we'll see in the next three.

Technology is improving every conceivable field of business globally, including physician recruitment. Do not fear change. Reach out and be the executive that grasps these opportunities.

Do it and stay in the game.

PC-based vs. Web-enabled Application Comparison Chart

Issues	PC-based	Web-enabled
24 hour accessibility	Depends on accessibility from home/on the road	Yes. With an internet connection you have live access. With a backup-to-PC option you have data access anytime
multi-user options	Generally yes. May need to contact IT to create network from multi-user PC's in multiple locations. Buy extra licenses.	Yes. Logon to website and purchase additional user licenses.
secure	Yes. External access to data may challenge some IT depts.	Yes. Most ASP's have military strength measures in place and encrypt data the same way banks do to transfer money.
installation	Yes. IT Dept may restrict installation or need to control process.	You need a web-browser, e.g. Internet Explorer or Netscape.
upgrades	Yes. IT Dept may restrict installation or need to control process.	Ongoing. Nothing for user to install on PC.
scalability	Yes. IT Dept may need to oversee upgrade or migrate to larger computers/servers to handle added data or traffic.	Built-in scalability at multiple locations for back up and/or growth.
cost	Varies. May have higher up-front costs to purchase full licenses and in-house server infrastructure.	Usually lower costs to start and use, but flexibility of plans enables future flexibility. Pay per user and pay per feature options are common.
version option	Varies. May have higher up-front costs to purchase full licenses and in-house server infrastructure.	Usually lower costs to start and use, but flexibility of plans enables future flexibility. Pay per user and pay per feature options are common.
flexibility of features	Depends on program. Some features can be changed through your PC; you may have to contact the vendor or wait for the next upgrade.	Usually you pay for only those features you need. Adding features is usually managed through a web interface.
customize	Some programs encourage 3rd party vendors to develop add-ons or to customize for a price.	Varies. Some have the ability to change layout, colors, fields, options, complexity, etc.
training	Some have extensive help menus and/or manuals. Custom programs usually require cross-department up-front training to fully utilize product	Familiar browser interface and point-click selection makes for shorter learning curve.