

Member Profile

Southern Ohio Medical Center
Portsmouth, Ohio

- An integrated health system that includes a 222-bed hospital, five satellite centers, and an urgent care center
- First hospital in the state to win the Tier 4 Governor's Award from the Ohio Award for Excellence in Healthcare
- The health system admits more than 12,000 people each year, performs more than 11,000 surgeries and sees more than 70,000 patients in its Emergency Department

Southern Ohio Medical Center is located in a semi-rural area between Cincinnati and Columbus. As the health system expands to offer a broader range and depth of services, it is working to increase the number of physicians available to meet the needs of the community and the health system.

Southern Ohio Medical Center turned to VHA supplier Medical Doctor Associates to help with its physician recruitment efforts, primarily for anesthesiologists. The medical center has worked with the Norcross, Ga.-based medical staffing company, one of the largest in the nation, since 1995 to maintain a high level of clinical quality and service.

Filling an Immediate Void

“When we have a job vacancy, either due to relocation, vacation or illness, it may happen quickly and we have to fill that position immediately,” said Diane Applegate, administrative assistant for physician recruitment Southern Ohio Medical Center. “The search involves finding the right candidate, who is both board certified and certified in the state of Ohio, and can be at our hospital in a timely fashion.”

With such short notice, Southern Ohio Medical Center often relies on Medical Doctor Associates to help develop a list of potential candidates who match position criteria. The company screens candidates to ensure they have the necessary certifications and credentials, submits a list of candidates to the health system for selection and coordinates housing and travel arrangements for candidates.

“Medical Doctor Associates is our partner and respects that we do not have a nine-to-five job. I know that they will put in whatever time and effort it takes to meet our needs,” said Applegate.

Medical Matching

Matching qualified candidates to position openings is a difficult process. According to Applegate, the medical center looks to Medical Doctor Associates for recruitment support because of its strong network of candidates. In addition, the organization is:

- Quick to respond to requests and makes its representatives available.
- Knowledgeable, and often has a working knowledge of the candidates, which is critical in being able to better know what to expect from the candidate once placed.
- Honest about candidates and strives for client satisfaction.

Continuity of Care, Uncompromised Service

Any change in staffing has the potential to affect service. Avoiding position vacancies by working with Medical Doctor Associates has allowed the medical center to operate smoothly and efficiently.

“Without their services, we would not have had the anesthesiologists necessary to staff our OR, which would have resulted in our health system seeing a significant loss in revenue,” said Applegate. “In addition, surgeries would have been delayed.”



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Case Study

Another benefit of working with Medical Doctor Associates is that the health system has been able to evaluate candidates on a temporary basis. If a candidate is a good match, the hospital can recruit the physician for a full-time position, which saves recruiting time and money.

Avoiding position vacancies by working with Medical Doctor Associates has allowed the medical center to operate smoothly and efficiently.

Due to the strength of its relationship, Southern Ohio Medical Center often turns to Medical Doctor Associates as a resource for other services, ranging from recruitment practices to physician compensation tools.



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For more information, please contact VHA at (800) 842-5146 or vhacustomerservice@vha.com.