

## National Coalition of Healthcare Recruiters

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Dear Independent Recruiting Firm:

We have all heard the saying, “there is strength in numbers.” And we have enjoyed the benefit of that strength in the past; yet, if you look at the current trends in the market it should be apparent that as independent recruiting firms we are quickly losing our strength as a group. This is the result of marketing initiatives and the evolution of technologies and services whose objective is to take control of the accessibility of both the physician job market and the physicians.

Some very influential national entities and websites are now providing In-house recruiters with the ability to post their jobs and source physicians. They also provide a platform for physicians to post their CV with the result of a broadcast approach to how the physician is presented to the market place. Even though our historical activities have been the drawing card and foundational layers of their existence, we are rapidly taking positions of lower precedence within these organizations. In a sense you could say, “we are feeding the animal that one day will eat us.”

The atrocity is in the sacrifice of the personal touch we offer and the trusted relationships we have thrived on over the years. The offered efficiencies of these organizations are impersonalizing the process for both the facility and the physician. Our value is experienced through the in-depth knowledge we have built with the facilities we have worked with over the years and with the confidential personal care we are able to extend to each physician seeking a rewarding position in the market, often times on a confidential basis.

The physician recruiting market is in dire need of a re-gathering of the services we collectively can offer on a national level. Joining together we can continue to provide the touch of the local recruiting firm, who knows both the intricate needs of the facility and the personal employment needs of each physician. American Healthcare Recruiting would like to address that need through the formation of an exclusive **National Coalition of Healthcare Recruiters (NCHCR.)** The coalition will provide a new and fresh environment for the partners to grow, learn and enjoy our wonderful profession. The coalition will ensure that service levels to the facility and the physician return to their former glory and we as a group begin to once again enjoy our “strength in numbers.”

As a member of the National Coalition of Healthcare Recruiters (coalition partner-CP) you will be able to:

- Maintain your independence and the control of your client and physician relationships.
- Develop new relationships with other Independent Recruiters that will result in profession growth and increased income.

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- Participate in the formative stages of a coalition dedicated to you the Independent Recruiter.
- Stop the loss of market share potential, which is daily occurring as the result of companies, technologies, and services that block the independent recruiter from access to facilities that have job openings.
- Stop the loss of contact with physicians who's CVs are captured on a job board you have to pay to access, if the option is even given to you.
- Post client jobs and physician profiles (without their name being displayed) on a nationally advertised web site that is exclusive to independent recruiting firms.
- Enjoy the exposure of the NCHCR coalition through multiple national advertising campaigns.
- Enjoy the savings of reduced fees through other advertising avenues and printing costs as a result of a co-op program that will be pursued by NCHCR.

You have heard the saying, "timing is everything." We need the immediate participation of Independent Recruiting firms in order to have the critical mass necessary to swiftly succeed in this endeavor. We intend to advertise in two to three national publications as well as invest heavily in web site optimization. Our joint membership fees will be critical in the timely launch of this massive advertising campaign. Our desire is to launch March 01, 2005. Yes, your participation and membership is important; we need you to join now!

Please review the attached agreement.

The NCHCR looks forward to your participation as we serve you and as we serve each other in a market environment that is clearly trying to diminish our irreplaceable value. We are the foundational pillars of the healthcare recruiting industry. Let's carry that role into the future!

Respectfully submitted,

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