

The best physician recruitment methods
integrated into one powerful, comprehensive solution.

PracticeLink[®] PRO[™]

PHYSICIAN RECRUITMENT OPTIMIZED[™]

PracticeLink.com will reach a majority of physicians who are looking for the right practice. But what about potential candidates who don't always utilize the Web?

PracticeLink PRO[™] allows you to connect with *them* using:

1. PracticeLink PRO inPerson[™] We attend physician conferences and gather "hot" leads, while distributing specialty-specific "Opportunity Booklets" on your behalf.

2. PracticeLink PRO inPrint[™] With our new partner, *Unique Opportunities Powered by PracticeLink*,



we deliver your full-color, half-page "Employer PROfile"

to **80,000** targeted physicians:

Residents and fellows in their last

two years of training, more than 5,000 program directors, and select practicing physicians.)

Additionally, PRO *enhances* the PracticeLink Online Web-CV database by giving you access to:

3. PracticeLink PRO inDepth[™] A database full of insightful candidate interviews, we have one-on-one, "in depth" discussions with physician candidates, and then supply you with this valuable information. Because we ask who, what, where, when, and why, you'll be well informed before making the initial phone call!

Call 800.776.8383 x255





“All of PRO is beneficial, but especially the inPerson meetings. I know I will get high quality candidates and I absolutely love our full-page profile you hand out as a part of the Opportunity Profile Book. It is so worth it to have you represent us at all the different specialty conferences. This has been my best investment in physician recruitment!”

Cathy Benson
Spartanburg Regional
Healthcare System

PracticeLink PRO inPerson™ allows you to be everywhere at once. The face-to-face time at physician conferences and specialty meetings is a vital component of your recruitment strategy. For many organizations, the cost associated with exhibiting at just one meeting can easily approach \$10,000. PracticeLink PRO inPerson™ provides your organization a virtual presence at physician specialty conferences by representing you on site—at a fraction of that cost.

For less than what it would cost for you to attend just one specialty meeting, PracticeLink PRO™ representatives will distribute your opportunities and gather candidate information on your behalf at more than 20 physician specialty conferences annually.

At each meeting, your information is distributed from our newly designed booth in our PRO™ Opportunity Booklet, where your organization is featured in a smartly designed “Opportunity PROfile” describing the positions you have open in the relevant specialty.

Our on site representatives speak personally with as many candidates as possible to gather contact information and career search specifics, such as the candidate’s geographic preference, current status, date available, etc. All collected information is organized and e-mailed to you shortly after conclusion of the event.

[LIST OF UPCOMING SPECIALTY CONFERENCES](#) ►



For less than what it would cost for you to attend just one specialty meeting, PracticeLink PRO™ representatives will distribute your opportunities and gather candidate information on your behalf at these physician specialty conferences this Fall, and into 2010.

Fall 2009

			Booth
Oct 5 - 7	American College of Emergency Physicians	Boston, MA	#1322
Oct 12 - 14	American College of Surgeons	Chicago, IL	#151
Oct 15 - 17	American Academy of Family Physicians	Boston, MA	#3055
Oct 17- 19	American Academy of Pediatrics	Washington, DC	#541
Nov 1 - 3	American Osteopathic Association	New Orleans, LA	#614
Nov 2 - 4	American College of Chest Physicians	San Diego, CA	#1400
Nov 15 - 17	American Heart Association	Orlando, FL	#313
Nov 29 - Dec 3	Radiological Society of North America	Chicago, IL	#1504

Spring 2010 (tentative)

Jan 10 - 12	Society of Critical Care Medicine	Miami, FL	
Feb 15 - 16	American Academy of Emergency Medicine	Las Vegas, NV	
Feb 27 - 28	Uniformed Services Academy of Family Physicians	New Orleans, LA	
March 6 - 8	American Academy of Dermatology	Miami, FL	
March 10 - 12	American Academy of Orthopaedic Surgeons	New Orleans, LA	
March 14 - 16	American College of Cardiology	Atlanta, GA	
April 8 - 10	Society of Hospital Medicine	Washington, DC	
April 12 - 15	American Academy of Neurology	Toronto, Canada	
April 22 - 24	American College of Physicians	Toronto, Canada	
May 2 - 5	Digestive Disease Week	New Orleans, LA	
May 3 - 5	American Association of Neurological Surgeons	Philadelphia, PA	
May 15 - 19	American College of Obstetrics & Gynecology	San Francisco, CA	
May 22 - 26	American Psychiatric Association	New Orleans, LA	
May 29 - June 3	American Urological Association	San Francisco, CA	
June 5 - 7	American Society of Clinical Oncology	Chicago, IL	
June 19 - 22	The Endocrine Society	San Diego, CA	
July 29 - 31	AAFP Nat'l Conference for Residents & Students	Kansas City, MO	
August 1 - 3	National Medical Association	Orlando, FL	

Subject to change

“Meeting PracticeLink at ACP was quite a blessing. Your representatives were very cordial and helpful; they were very thoughtful and took the extra time to talk to me about the job search process. **inPerson** gave me very good information about particular types of jobs available. I would recommend physicians stop by the PracticeLink booth. Compared to the other companies I've talked to, PracticeLink has been the most helpful and has been superior in supplying me with contacts.”

Paul McDonald, MD
Internal Medicine



Now the companion publication to PracticeLink.com, *Unique Opportunities Powered by PracticeLink®*, delivers your Employer PROfile™ or display ad to 80,000 targeted physicians, quarterly.

"This advertising works! I've already received three promising responses from physicians in the specialties listed in my recent UO ad. Our ad looks great and I'm very pleased with our placement in the magazine. We really appreciate PracticeLink and UO together facilitating our recruitment process."

Sharon Beaty
Mid-State Health Center

Are you interested in increasing physician awareness of your online job listings? Are you trying to reach those physicians who search outside of the Web? PracticeLink's new family member, *Unique Opportunities (UO)* magazine, has the publishing power and creative expertise to bring you to life on the printed page. *UO* magazine has been a non-clinical, career development resource for physicians for over 18 years. This quarterly publication is currently distributed to more than 80,000 targeted physicians, including ALL residents and fellows in their last two years of training, 5,000+ program directors, and select practicing physicians.

PRO inPrint™ Employer PROfile – With a descriptive, colorful and customized half page "Employer PROfile" dedicated to your organization and surrounding community, physicians will become familiar with what you have to offer. *Unique Opportunities Powered by PracticeLink* will deliver your Employer PROfile to 80,000 physicians at a fraction of the cost of traditional direct mail. Best of all, in the pages of this publication, physicians can find you while on a plane, during their lunch break or wherever they happen to be.

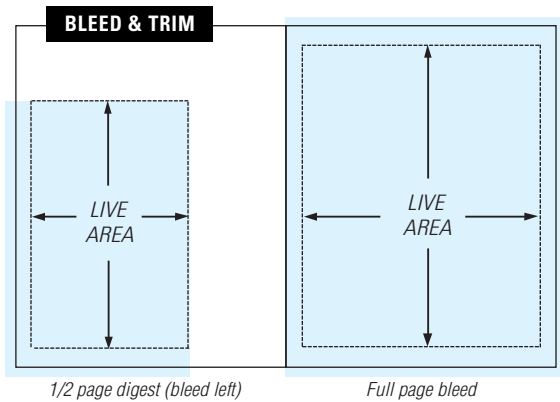


◀ SPECS

DIMENSIONS (Measurements are in inches, width X height.)

	REGULAR	BLEED*
Full page	7 1/8 x 9 7/8	8 3/8 x 11 3/8
Two-page Spread	15 1/4 x 9 7/8	16 3/4 x 11 3/8
2/3 page	4 5/8 x 9 7/8	5 3/8 x 11 3/8
1/2 page Horizontal	7 1/8 x 4 7/8	8 3/8 x 5 5/8
Vertical	3 1/2 x 9 7/8	4 1/4 x 11 3/8
Digest	4 5/8 x 7 1/2	5 3/8 x 8 1/4
1/3 page Vertical	2 1/4 x 9 7/8	
Square	4 5/8 x 4 3/4	

*Bleed —keep live matter inside “regular” dimensions. (no charge.)



NOTE: Keep text in LIVE area (1/2" from trim)
 For LIVE area dimensions refer to the REGULAR ad size
 No additional charge for bleed

Mechanical & Digital Requirements

TRIM SIZE

8.125" x 10.875"

MATERIAL REQUIRED

DIGITAL FILES:

High resolution PDF files
 with fonts embedded,
 preferably saved as CMYK.

EPS or JPEG files also
 are acceptable. If you
 prefer another digital
 format, please call for
 details.

PRINTING PROCESS

Web offset, four-color
 process, perfect bound

SUPPLIED MATERIAL

Will be returned by request;
 otherwise, will be held for
 one year and destroyed

PRODUCTION CHARGES

Client-requested changes
 after close and special
 production circumstances
 also will be billed.



For more information, call 800.776.8383, x255, or visit www.practicelinkpro.com

CONTRACT & COPY

- Advertising must be inserted within one year of the first insertion to earn a Frequency Discount. Advertising schedules composed of mixed space units are entitled to Frequency Discounts. An advertiser who does not complete a committed schedule will be subject to short rate.
- Advertisements are accepted for publication entirely upon the representation that the agency and/or advertiser are authorized to publish the contents thereof. Advertiser agrees to indemnify, defend, and save harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph, or any sketch, map, words, labels, trademarks, copyrighted matter, or libelous statement, in connection with advertising purchased according to the terms of this rate card.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, or contract at any time.
- Publisher reserves the right to exclude any advertisement that, in the publisher's opinion, does not conform to the publication's standards.
- Publisher shall not be liable for errors made in reader service numbers, or for costs and damages if for any reason publisher fails to publish an advertisement.
- Production charges incurred on behalf of an advertiser or its agency in preparation of advertising materials will be billed at net cost.
- Publisher shall have the right to hold the advertiser and/or its advertising agency jointly liable for such monies as are due and payable to publisher for advertising ordered and published.
- Contracts and orders for insertions are due by the closing date of the issue, and cannot be canceled after that date.



◀ SAMPLE INTERVIEWS

“...As a recruiter for an academic institution, In Depth has allowed us to target our recruitment efforts to specific candidates who are interested in pursuing a career in academic medicine. In addition with the trend to behavioral-based interviewing, inDepth provides a baseline to better understand the professional and personal interests of physicians.”

Roy Wu
Loma Linda
University Health Care

Everyone has a story. And in physician recruitment, the story can help you identify candidates whose interests and qualifications match your needs.

To provide this service, experienced PRO inDepth™ representatives conduct telephone interviews with PracticeLink-registered physicians to learn their stories and capture more complete information for your review. With approximately 100 interviews completed each week – more than 5,000 interviews conducted per year – imagine the investment of time you save by allowing PracticeLink to make the first call.

Detailed interview summaries are conveniently included in each candidate’s Web-CV Profile and are exclusively available to PracticeLink PRO clients. Interview summaries are searchable, and PracticeLink PRO clients receive daily e-mail notifications of interviews conducted in the previous 24 hours.

Physicians interviewed by PracticeLink appreciate the personal support and our conversations help guide them to clarify career goals and gain perspective on the recruitment process.

inDepth™ Actual interviews – Names and other details have been changed to protect physician privacy.

Charles Lackey, MD – Orthopaedic Surgery, 8/21/2009 2:25 PM

Initial contact with Dr. Lackey who has been in the Military for the last 3 years. He is looking for a new opportunity to start in August 2010 because this is when his Military commitment will be done. Dr. Lackey is looking for a full time general Orthopaedic Surgery opportunity in a non- academic setting. He does not want to do Pediatrics, Spine or Hand Orthopedics. Instead he would rather focus on Joints, Sports, Trauma, and Foot. Some Hand Surgery is OK but he would prefer not to do it in bulk. Dr. Lackey is open to hospital employed positions and private practice opportunities. He will consider joining a single-specialty or multi-specialty group of any size and he is flexible with call rotations. Dr. Lackey is looking for an opportunity in the Midwest because this is the region where he prefers to raise his children. He would like to be in a small community with a population of 50,000 or slightly larger. Dr. Lackey is married and his wife is an Occupational Therapist. They have six children; the oldest child is 11 and the youngest is two months old. He is ready to start interviewing at any time but would like to have at least a few weeks' notice in order to adjust his current schedule. His formal CV is up to date.

Jeff Massey, MD – Hospitalist, 8/24/2009 7:55 PM

Initial contact with Dr. Massey. He and his wife are ready to relocate from the area they currently live in because it is just too busy. Dr. Massey is Board Certified in Internal Medicine and has been providing Hospitalist services for the past three years. He is from Pocatello, ID and still has family there so he would consider opportunities in that area. He will also consider staying along the West coast as long as they are near the coast. They will consider most anything from central California to Oregon. Dr. Massey is looking for a full-time permanent position. He is open to providing services in a community or academic hospital. As a Hospitalist, he is comfortable providing ICU coverage but prefers to provide very minimal night shift coverage. He will keep all options open to opportunities in the locations listed. His formal CV is complete, and he will continue to interview. Since he is practicing now, he will need advance notice to schedule interviews.



“Ours is a small recruiting office, and it is critical that we use our time wisely. PRO is a valuable resource which gives me a good deal of information about the candidate before I ever make the first phone call. I look forward to receiving the PRO list each day!”

Misty Daniels
Pikeville Medical Center