

SELIKOFF 2000™

PHYSICIAN RECRUITMENT TRADE MAGAZINE

Dear PHYSICIAN RECRUITER: Reach, Price and Quality...

There are approximately 850 CME's this quarter - more than is usually held in the fall time frame. There are only 12 CMEs in Anesthesiology and none of these are in medical legal updates! In fact, there are hardly any medical legal updates at all!!! Ironically, the Surgeries and OB/Gyn have 87 CMEs - an all time high. Hemo/Onc and OTO have also increased their CME offerings - 45 combined total. Finally, Family Practice/Internal Medicine have 483 CMEs and none are in medical legal updates!

In addition, the AMA has created a social network for Doctors. We are also formulating a link with them, too.

Finally, our web site, www.selikoffrecruitment.com is attracting over 400 hits every two weeks. We have a tracking company called Attracta, that reports the day, date and time the site is being viewed.

Since Spring of 2008, Doctors have been doing double duty. This resulted in the following kinds of thinking:

Examples:

- Doctors have en mass abandoned the ownership of private practices.
- Political and personal points of view regarding health insurance mandates has shifted because of the increase costs to employer - now doctors are supporting mandates, as it may help their patients.
- Many now believe that healthcare is a universal right - but profit making businesses should remove their role in either insuring people or providing for their care.
- Many paying \$85,000/year for medical malpractice insurance - sold their practices and took jobs with a local health care group. Thus, this ends the advocacy and liability issue for them.
- They now focus on optimizing the patients' experience.
- Doctors who do not own their own practices were more likely than those who owned their practice to support this type of overhaul.
- Nonetheless, ownership status does not necessarily lead to this change in political thinking.
- It is to soon to tell if these changes are fleeting or not.
- **Medicine is not about running your own shop anymore.**

research from The New York Times and Wall Street Journal

If your hospital system can offer a safe and supportive environment - you too, can hire well.

We look forward to helping you with your 2011-2012 recruitment start. Do not hesitate to call 1-800-382-4069. Our entire firm is at your service.

Respectfully submitted,



Rachel Selikoff, MBA+30
Publisher

Awarded Honorary Chairperson of Federal Bus/Health Advisory – as an Independent
Awarded recognition of quality, scope and market penetration by the Dolly Parton Imagination Foundation Corp. and Clorox Corp.

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Selikoff Enterprises

Jackson Hole, WY 83002
Newton Centre, MA 02459

1-800-382-4069

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Fall 2011 (Aug, Sep, Oct, Nov)

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Anesthesiology

Durham, NC - 2
Chicago, ILL - 3
Kauai, HI -
Atlanta, GA
Novi, MI
Miami, FL - 2
Monterey, CA
LasVegas, NV

Business Practices

Boston, MA
Atlanta, GA
Ft. Lauderdale, FL

Cardio/Pulmonary

Crystal City, VA
Orlando/Miami - FL - 8
LasVegas, NV - 4
Rochester, MN - 2
Chicago, ILL - 6
Ka'anonopoli/Hono, HI - 4
Sedona, AZ
BeverlyHills/Carlsbad, CA - 4
Boston, MA - 3
Oququit, ME
Washington, DC - 2
New Orleans, LA
Novi, MI
Scottsdale, AZ
NewYork,NewYork - 2

CC/Emed

CrystalCity/Williams, VA - 2
Orlando/Mi/St. P - 4
Chattanooga, TN
Denver, CO
SF/Napa/M - CA
Maui/Wailea - HI - 4
Chicago, ILL - 2
SantaAna - NM
Stowe, VT
Atlanta, GA
Phoenix, AZ
Springdale, UT

Dermatology

CrystalCity/Williams, VA
SF/SD, CA - 3
Boston, MA
Dallas, TX
Hono, HI - 2
LosAngeles, CA
Washington, DC
Phoenix, AZ
Miami/Sar., FL - 4
LasVegas, NV - 2
Chicago, ILL

Endo

Monterey, CA
WindsorLocks, CT
Chicago, ILL
Boston, MA
Cleveland, OH
Indianapolis, IN
Washington, DC
Novi, MI
Scottsdale, AZ

FP/IM/Hospitalists

CrystalCity/Williams, VA
Mont/Napa/SD/SF/An, CA - 12
WindsorLocks, CT - 2
St.P/M/Or, FL - 20
SanAntonio, TX
Chattanooga, TN
LasVegas, NV - 7
Armour, SD
Maui, HI - 8
Atlanta, GA
Chicago, ILL - 8
LasVegas, NV - 19
Scottsdale/Sed, AZ - 6
Duluth, MN
Houston/Dallas, TX - 2
YoungHarris, GA
NY, NY - 8
Boston/Cam., MA - 17
NewOrleans, LA
SantaAna, NM
Phil/Pitt, PA - 9
Cleveland, OH
Oququit, ME
Washington, DC
OverlandPark, KS
MyrtleBeach, SC
Novi, MI
Baltimore, MD
Springdale, UT
Providence, RI
Indianapolis, IN
Kona, HI

Gastro

CrystalCity/Williams, VA
Sedona, AZ - 2
Houston, TX
Cleveland, OH
Washington, DC
Miami, FL - 2
Philadelphia, PA
Winston-Salem, NC

Gen'l Ortho/Surgery

Hono, HI
CrystalCity, VA
WindsorLocks, CT - 2

LasVegas, NV
SanAntonio, TX
Chicago, ILL - 2
LasVegas, NV - 4
SanFran, CA
Dallas, TX
Memphis, TN
Orlando/Miami, FL
Scottsdale, AZ
Springdale, UT

Geriatrics

OakBrook/Chicago, ILL - 2
CrystalCity, VA
WindsorLocks, CT
Washington, DC
Phoenix, AZ
Novi, MI
Atlanta, GA
SD/SF, CA
Boston, MA
LasVegas, NV

Hemo/Onc

CrystalCity/Williams, VA
LongBch/SD, CA - 2
Miami/Or, FL - 4
Chicago, ILL
IslePlma, SC
Houston/AN, TX
Cleveland, OH - 2
Hono, HO
Washington, DC
Middelton, WI
Scottsdale, AZ

InfectiousDis/Imm

CrystalCity/Williams, VA
WindsorLocks, CT
Denver, CO
SF, CA
Boston, MA - 4
Rochester, MN
Springdale, UT
Ft. L./Sar., FL - 2
Philly, PA
NY, NY - 2

Neurology

Washington, DC - 4
LasVegas, NV - 4
Duluth, MN
Winston-Salem, NC - 4
Portland, ME
Chicago, Ill - 2
Boston, MA
Providence, RI
Miami, FL - 2

OB/GYN

Hono/Maui, HI - 2
CrystalCity, VA
WindsorLocks, CT - 2
NY, NY - 2
St. P./OR/MA, FL - 18
Cinn., OH
Houston, TX
LB/SF/SD/Bev., CA - 7
LasVegas, NV - 2
Atlanta, GA
Boston, MA
Phoenix, AZ

Middelton, WI
Philly, PA - 2
NewOrleans, LA
Chicago, ILL - 6

OTO

Dallas, TX
Isle ofPalms, SC
Davis, CA
Scottsdale, AZ
LasVegas, NV

Pain Mgt

CrystalCity/Williams, VA
St. P., FL - 2
SF/Vancouver, CA
Houston, TX
Maui, HI
Novi, MI
Chicago, ILL

Pediatrics

CrystalCity/Williams, VA
Vancouver/SF/SD, CA - 3
Rochester, MN
LasVegas, NV - 3
Boston/Cambridge, MA - 2
Phoenix, AZ
Memphis, TN
Sar/Holly/Mai, FL - 3
Chicago, ILL
NY, NY - 2
Baltimore, MD

Psychiatry

CrystalCity/Williams, VA
Chicago, ILL
Phoenix/Sedona, AZ - 2
Duluth, MN
Cinn., OH
SD/SF, CA - 4
Louisville, KY
Novi, MI
Burlington, VT
Boston, MA
Providence, RI
LasVegas, NV

Radiology

WindsorLocks, CT - 2
St. P., FL - 8
NY, NY - 6
Hershey, PA
Cinn., OH
Sonora/Bev., CA - 2
Philly, PA
LasVegas, NV - 4
Washington, DC
Chicago, ILL - 8

Urology

Chattanooga, TN
Charleston, SC
Philly, PA
NewOrleans, LA
Durham, NC

Number following City and State shares the number of CMEs in that city.

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Partial Client List:

Anchorage Health Care
Adventists Health System
American Physicians Inc.
Army Medicine
Banner Health System
Bassett Healthcare
Berkshire Health Systems
Black Hills VA Health Care System
Borgess Health System
Colorado Mental Health Institute at Pueblo
CompHealth
Conemaugh Health System
Cook Children's
Deaconess Medical Center
Emergency Physicians Medical Group
Gould Medical Foundation
Harvard University Medical Center
Harvard University Seminars (CEU's)
Health Midwest
J & C Nationwide
Illinois VA Health System
Kaiser Permanente
Lakeland Regional Health System
Lander Valley Medical Center
Merit Care Medical Group
Moses Cone Health Care System
National Cancer Institute
Mount Sinai Medical Center
PennState Geisenger Health System
Regional Medical Center at Lubec
Saint John's Health System
Saint Michael's Hospital
San Juan Medical Center
Sarah Bush Lincoln Health Center
Southeast Georgia System
State of CA Dept. of Corrections
Summit Health
Tahoe Forest Hospital District
The Redding Dept. of VA
The Rockwood Clinic
The Monroe Clinic
Trinity Medical Group
Union Hospital
UHS, Inc.
VA of New Jersey
Washington Hospital Center
West Texas VA Healthcare System
Wichita Clinic
Wyoming Medical Center
Wyoming State Hospital

A statement from the publisher, Rachel Selikoff

SELIKOFF 2000™ is dedicated to my family in honor of their contributions to world health.

Dr. Irving J. Selikoff – co-discovered a treatment for tuberculosis, proved the hazards of asbestos and led a campaign against its use. He was the former head of the American Thoracic Society, Collegium Ramazzini and New York Academy of Medicine. He was consultant to the World Health Organization, the National Cancer Institute, other agencies, business and unions.

Dr. Joseph Lobell – (uncle) an eye, ear, nose and throat physician/surgeon, who created the compound and sold it to Squibb Laboratories, known today as Excedrin AM/PM, also used for migraine headaches. His focus was on allergy detection/control and tonsillectomies in children under the age of five, in order to prevent the numerous childhood illnesses.

Dr. Bernard Friedman – (uncle) served on President Kennedy's Council on Gerontology and was one of the originators of the Nursing Home concept. This resulted in financing, supporting and being the on-call physician for Courtland Gardens, Nestle Down and Wavenly Heights in Connecticut.

Mrs. Shirley Selikoff – a Registered Nurse, who became the youngest Head of Pediatrics in Stamford Hospital, Stamford, CT. Mrs. Selikoff was known for her innovative and creative techniques, making the patients smile, keeping the families in touch with each other and patiently outlining the numerous resources available.