How to Create an Effective Classified Advertisement
Annals of Internal Medicine
# ACP Hospitalist

## Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Unit Size</th>
<th>Width x Depth</th>
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# Sustained change a challenge for health

By Charlotte Haff

Change patterns in health care are slow, and often occur only after significant efforts and investments have been made. This article discusses the challenges and opportunities for sustained change in health care, focusing on the need for a more integrated approach to improving health outcomes.

## Mechanical Specifications

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<td>ACP Strip Ad</td>
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</table>
A 125-physician multi-specialty group and a Top “Best Companies to Work For” is home to the University of Pennsylvania and the State Capitol, and offers a wide variety of entertainment, recreational, cultural and leisure activities.

**QUALIFICATIONS & SKILLS:**
- We are recruiting for board certified internists who are looking for long term commitment and have at least two years of experience. Hospitalist experience is preferred but not required.
- Ideal candidate will have exemplary clinical skills, a strong interest in teaching house staff, and a long term commitment to inpatient medicine.
- Candidates must be BC/BE in Internal Medicine.

**Responsibilities include coordinating all aspects of care for the Adult Medicine Service, including:**
- Admit and manage the clinical care of Adult Medicine Service patients and certain subspecialty patients
- Appropriate placement with hospital...
- Helping manage the continued expansion of the divisional clinical enterprise

**Compensation Package:**
- Competitive salary
- Paid vacation (20days)
- Paid CME (5 days)
- Medical, dental and vision insurance
- Paid malpractice insurance with tail
- Paid professional dues
- Retirement plans

**Interested Candidates Should Contact:**
- Your Name
- Your Address
- Your City, State, & Zip
- Phone: Your Phone
- Fax: Your Fax
- Email: Your@email

**Your Website URL Address**
*Your company does not discriminate against any age group, gender, race, disability, or cultural group. We are an Equal Opportunity Employer. J-1 & H1B applicants welcome or not welcome.*
Our hospital is an expanding progressive, not-for-profit community health system with a 210-bed hospital and numerous satellite facilities...

Duties will focus on inpatient care, with an emphasis on the supervision and teaching of house staff and medical students, non-teaching floor, triage rotations and night shifts...

Robust comprehensive benefits include: Generous 401(k) plan, paid liability insurance, CME allowance, health and dental insurance

Qualifications & Skills:

› The ideal candidate will have 3 or more years of hospitalist clinical experience.
› Experience as an academic hospitalist is highly desirable, but not essential.
› Experience with quality and care management initiatives is also desired.
› Successful candidates will have demonstrated skills in inpatient medicine and teamwork.

Interested candidates should send a formal cover letter and CV to:
Your Name | YourEmail@Address
Your Street Address | Your City, State, & Zip
F: Your Fax Number | T: Your Phone Number

YOUR WEBSITE URL ADDRESS
EOE
Yes or No J-1 or H1B
YOUR CITY, YOUR STATE

Physician owned and operated private practice with a national reputation.

The Associate Director will work with departmental and organizational leadership to facilitate operations and strategic planning that promote continuous improvement.

Applicants are required to be certified or eligible by the American Board of Internal Medicine and eligible for state license.

This is a full time position with the following incentives:

- Hospital employed
  (earning potential up to $300K per year)
- Generous Sign-on bonus
- Relocation and educational loan assistance

For more information or to apply, please contact: Your Name
Your Street Address
Your City, State, & Zip
Fax: Your Fax Number Email: Your@Email

YOUR COMPANY URL ADDRESS
No J-1 or H1B
Use One Simple Headline, Usually the Job Title and Location

- Daytime & Nocturnist Hospitalist Positions in (Your City, State)
- Critical Care Hospitalist Needed in (Your City, State)
- Associate Division Head for Clinical Operations Hospital Medicine Division in (Your City, State)
- Hospitalist Opportunity for BC/BE Internal Medicine Physicians in (Your City, State)
- Internal Medicine Opportunities with a Growing Hospital in (Your City, State)
- Academic Hospitalist Position in (Your City, State)
- Medical Director Internal Medicine-Pediatric Clinic in (Your City, State)
Provide a Brief Description of your Organization

- **Health Care Facility examples**
  - (Your facility) is an expanding progressive, not-for-profit community health system with a ###-bed hospital and numerous satellite facilities.
  
  (Your facility) is a ###-bed acute care hospital located in (Your city, State).
  
  (Your facility) is located in the heart of_____, ## miles from_____, and just minutes from ___ beautiful beaches.

- **Physician Practice examples**
  - Physician owned and operated private practice with a national reputation.
  
  We are a multi-specialty, collegial practice made up of approximately ### physicians that practice evidence-based medicine utilizing state-of-the-art electronic medical record system.
The hospital offers a great opportunity to join a well-established program.
- Manageable daily census
- Flexible scheduling to ensure work-life balance
- Dedicated nocturnist program
- Approximately 13-16 patients per shift

Benefits include
- Competitive compensation and bonus structure
- CME allowance
- Paid malpractice insurance with tail
- Paid professional dues
- Relocation and educational loan assistance

Responsibilities include coordinating all aspects of care.
- Admit and manage the clinical care of the Adult Medicine Service
- Appropriate placement within the hospital
- Discharge Planning
Use Your Ad as a Screening Tool

- No Visa support (J1 or H1B) is available.

- Candidates must be BC/BE in Internal Medicine.

- Applicants are required to be certified or eligible by the American Board of Internal Medicine and eligible for (state) license.
Invite Qualified Applicants to Apply

- Interested candidates should contact (person’s name and title, physical address, e-mail address, phone number, fax number)

- For more information or to apply, please contact (person’s name and title, phone number, and e-mail address)

- To apply, e-mail your CV and letter of interest to (person’s name and title, e-mail address)
Use Simple Type-Styles That are Easy to Read

- Arial
  Internal Medicine Opportunities in (Location)

- Tahoma
  Internal Medicine Opportunities in (Location)

- Times
  Internal Medicine Opportunities in (Location)

- AVOID USING WORDS IN ALL CAPITAL LETTERS IN BODY OF YOUR AD
  INTERNAL MEDICINE OPPORTUNITIES IN (LOCATION)

CANDIDATES MUST BE BC/BE IN INTERNAL MEDICINE AND ELIGIBLE FOR YOUR STATE’S LICENSE. EXPERIENCE AS AN ACADEMIC HOSPITALIST IS HIGHLY DESIRABLE, BUT NOT REQUIRED.
When Using Reverse Headings, Use a Heavy Font Style

- Franklin Gothic Heavy:
  Internal Medicine Opportunities in (Location)

- Arial Black (in white color):
  Internal Medicine Opportunities in (Location)
Logos and Other Images Must be High Resolution

Annals of Internal Medicine
ACP Hospitalist
ACP Internist
Camera-ready Ads Must be Submitted as a High Resolution PDF

INTERNAL MEDICINE OPPORTUNITIES - YOUR LOCATION

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Your City, State, & Zip
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Fax: Your Fax
Email: Your@email

YOUR WEBSITE URL ADDRESS
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ACP
American College of Physicians™
Leading Internal Medicine, Improving Lives
Camera-ready Ads Must be Submitted as a High Resolution PDF
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YOUR COMPANY LOGO

INTERNIST

YOUR CITY, YOUR STATE
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For more information or to apply, please contact: Your Name
Your Street Address
Your City, State, & Zip
Fax: Your Fax Number Email: Your@Email

YOUR COMPANY URL ADDRESS

No J-1 or H1B
Images of Your Institution, Community, or Regional Scenery Attract Attention
Include a Statement of Equal Opportunity

- We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, disability status, gender, sexual orientation, ancestry, veteran status, national origin, or any other legally protected status.
Before Submitting your Ad, Ask Others to Review It