

Revolutionizing Physician Hiring with AI and Data Science:

Applying Moneyball Concepts
in Healthcare Recruitment

PRESENTED BY PAUL VERNICH
SENIOR VP, WINNOWER AI – PROVIDER SOLUTIONS



Let's talk about
physician hiring.

**NOT PHYSICIAN
RECRUITING.**



Physician
openings =
burnout



What the status quo of physician recruiting is costing you:



REVENUE RISK

\$130k

TIME-TO-HIRE

8 mo.

BURNOUT

63%

Building physician teams
should be a team sport.

**So why is it
all falling on
the shoulders
of this guy?**



**“ADAPT
OR DIE”**



“Healthcare recruiting today”

**We’re overlooking
the real problem
of healthcare
recruiting.**





The negative spiral of misaligned physicians:



Staff morale



Patient care



Organizational sustainability



The recruiting
hard sell leads
to diminishing
returns

Traditional recruiting falls apart for 2 reasons:

#1: A FOCUS ON THE 10% OF ACTIVE CANDIDATES



Traditional recruiting falls apart for 2 reasons:

**#2: PHYSICIAN REFERRAL
PROGRAMS MISS THE MARK.**



A man with glasses, wearing a blue suit jacket, a light blue shirt, and a blue tie with white polka dots, is speaking. He is in a stadium, with blurred seating and lights in the background. A large purple triangle is overlaid on the left side of the image, containing white text.

“Baseball thinking is
MEDIEVAL”

Medical leaders feel the pain of physician openings most acutely

BUT HOW CAN THEY HELP?



Harness the power of data and redefine what it means to build a high-performing physician team



Enter AI.

IT'S TIME TO MONEYBALL PHYSICIAN RECRUITING





SMARTER

FASTER

EASIER



**Predictive
accuracy**



CANDIDATES

Star	Profile	Specialty	Location	TRISTAR OBSTETRICS AND GYNECOLOGY	Icons
☆		Obstetrics & Gynecology	Philadelphia, PA	Uncontacted	1, 21, 1
☆		Obstetrics & Gynecology	Philadelphia, PA	Uncontacted	2, 20, 2
☆		Obstetrics & Gynecology	Philadelphia, PA	Uncontacted	2, 20, 1

PROVIDERS

Star	Profile	Specialty	Location	Known	ALL OTHERS	Icons
		Emergency Medicine, Surgery	Nashville, TN	Known	+2 OTHERS	2, 20, 81
		Internal Medicine	Kansas, MO	Known	+4 OTHERS	7, 21, 100
		Internal Medicine	Nashville, TN	Known	+7 OTHERS	12, 20, 83

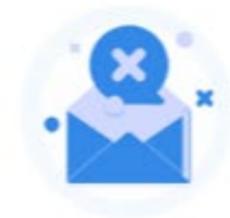
PROJECTS

Star	Project Name	Date	Location	Status	Icons
☆	TriStar Interventional Cardiology	04/28/2023	Nashville, TN	Active	95, 0, 0
☆	Swedish Surgical Oncology	04/20/2023	Englewood, CO	Active	6, 0, 0
☆	TriStar Head & Neck Surgery	04/18/2023	Nashville, TN	Active	412, 0, 0

INBOX

SENT

Candidate Provider



Looks like your inbox is empty



← BACK TO CANDIDATE PROFILE

SK Stephanie Koehn - HCA

13 PROJECTS

James Wilbeck
Internal Medicine
(615) 791-8343 Franklin, TN 1548317498 Unknown

TOTAL CONNECTIONS **50**

CONNECTION STRENGTH **24%**

FLIGHT RISK **7%**

Don't Reach out

SKETCH CONNECTIONS NOTES MAILBOX SCHEDULE ★ Curate More Contact Information

SAME MEDICAL SCHOOL & EDUCATION YEAR **16** SAME ORGANIZATION **0** SAME RESIDENCY & YEAR **20** SAME RESIDENCY, YEAR & SPECIALTY **14** CO-AUTHORS OF PUBLICATIONS **0**

TRISTAR GASTROENTEROLOGY + 2 OTHERS

Andrew Dries
Internal Medicine Gastroenterology
(704) 355-8850 Charlotte, NC 1639394760
Create Note

TRISTAR INTERNAL MEDICINE + 4 OTHERS

Sara Horst
Internal Medicine Internal Medicine
(615) 936-6977 Nashville, TN 1265551295
Create Note

Sara Horst
Internal Medicine Internal Medicine
(615) 936-6977 Nashville, TN 1265551295
Create Note

TRISTAR GASTROENTEROLOGY + 2 OTHERS

Dzifaa Lotsu
Internal Medicine Gastroenterology
(312) 929-3140 Chicago, IL 17293700911

CONNECTED THROUGH
Vanderbilt University Medical Center
Duration: 2008 - 2010

CONNECTED THROUGH
Vanderbilt University Medical Center
Duration: 2010 - 2010

View Profile Refer Candidate Validate

Validate Provider to Candidate Connection

- Don't Know/Remember
- Not a Fit
- Good Fit, Recruiter Engage
- Good Fit, Provider Engage
- Candidate Uninterested
- Referral In Progress

Include me in Engagement Activity Updates with this Candidate Apply ✓

Changing our mindset



AI

RIGHT PERSON FOR EACH POSITION





AI gets you to stop
talking about recruiting
to fill roles...

**...and start
talking about
building optimal
physician teams.**





Thank you

