



How to Hire and Recruit the Best Team for Your Practice

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When someone gives their notice, is let go from a position, or a need arises to hire additional team members, we often see plastic surgery practices make the mistake of jumping into the hiring process too quickly.

This is especially true when someone leaves with very short notice. While it's tempting to put an ad online immediately to fill the position, you will save yourself both time and money in the long run if you follow key hiring and interviewing guidelines.

WHAT YOU SHOULD KNOW BEFORE YOU BEGIN

Before you rush to advertise a job opening, it is important to consider your long-term plan. Take a bit of time up front to reflect on the following questions:

- What is your mission and vision for the business and what type of personality traits and skill set do you expect them to have to fit into your culture and perform the functions of the job?
- What is your growth plan for practice growth in the next year?
- How will your new hire contribute to the growth and client experience?
- What level of training will you provide this new hire to ensure they meet the demands of the position and are an asset vs. an expense?
- What specific qualities or qualifications and personality traits are needed for the role to be a good fit?

Finding quality people often takes time. We encourage you to take some time to think about and/or to speak with the rest of your team to determine some of the strengths and weaknesses of the previous employee and what skill set the position needs. Then, discuss what you are looking for in a replacement. Often it is better to hold out for the right chemistry, qualifications, and attitude, than rush into hiring someone who is not a good long-term fit.



There is also a lot of value to a working and team interview as a final step. It allows you to see in real time how they act, their level of resourcefulness, sense of urgency and how they learn.

11 Critical Factors to Consider:

- What responsibilities would you like this person and role to take on?
- Are clear expectations set forth and defined with a proper job description?
- What personality traits match the position?
- Is there a defined career path or room for advancement?
- Is there someone internally who might be a good fit for this position or would like to move into this role?
- What is the compensation range for this position?
- What training will be provided to ensure they are set up for success?
- Is the training once or ongoing?
- Will they be given goals and metrics to hit?
- How will you hold them accountable?
- Who will they be reporting to?

THE INTERVIEW PROCESS

We recommend you start with a 30-minute phone/zoom interview as a meet and greet and to find out the basics. You can normally tell within a few minutes into the call if it's a good fit just by personality. In addition, you will learn more about their background, alignment with the role, availability, skills related to the job, and compensation requirements. If basics check out, you can schedule a more in-depth personal interview.

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A team interview reinforces a sense of ownership and teamwork among your current staff and must be structured and guided, so it is not intimidating. Create a list of questions as a team and allow time for the candidate to ask the team any questions they may have.

If you have more in-depth questions regarding the hiring process, our team at APX Platform would be happy to answer them. Email hello@apxplatform.com.

Terri Ross, an official partner and trainer for AmSpa, offers distinct programs to help you launch or grow your medical aesthetic or plastic surgery practice. She and her team bring a combined 30 years of experience achieving over 600% growth with clients in the most competitive markets in the world, in addition to launching over 40 new medical practices across the country.