

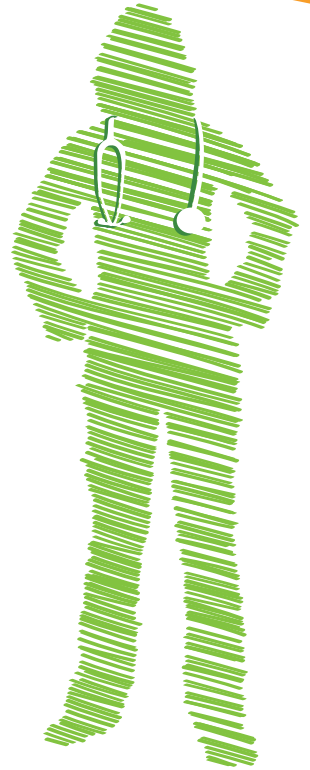


Healthcare Reform's Impact on Advanced Practitioners

By: Kathy Jordan, Jordan Search Consultants

With the passing of the Patient Protection and Affordable Care Act, medical practices are taking steps to address the drastic increase in patient loads. Many practices already have a physician shortage due to physician retirement and providing care to the increasing Baby Boomer population.

While recruiting physicians is still a priority, the demand for Advanced Practitioners continues to grow. As hospitals and healthcare organizations look to tighten their belts, they are hiring additional Advanced Practitioners to provide high quality care in an efficient and cost-effective manner. In addition, states are anticipating the increase in Advanced Practitioner utilization. More than 25 states are considering expanding the scope of practice for Nurse Practitioners (NP) and over 40 states are improving scope of practice for Physician Assistants (PA). With these changes, Advanced Practitioners will become more prominent healthcare providers in the future.



Hiring an NP or PA can favorably affect the profitability of a hospital, medical practice, or other healthcare organization. Advanced Practitioners providing primary care can receive 60-100% of physician fees for services provided. Compensation surveys report median primary care NP and PA salaries in the \$95,000 to \$105,000 range. With the median Family Medicine salary at approximately \$210,000, utilizing NPs and PAs is a cost effective decision. The additional staffing allows time for the physician to manage patients with complex medical problems, while Advanced Practitioners manage routine patient care - health history, physical, diagnosis and treatment.

Advanced Practitioners are a cost-effective—and revenue boosting—solution to the growing provider shortage challenge. Not only can they perform certain tasks, but they can also help a practice run more efficiently. For more information about how utilizing Advanced Practitioners in full-time or part-time positions makes good business sense, please contact us.

Kathy Jordan is the President of Jordan Search Consultants. Founded in 2003, Jordan Search Consultants provides healthcare, executive, higher education, physician, and advanced practitioner recruitment services to clients throughout the nation. With services ranging from candidate sourcing to complete turnkey position fulfillment solutions, Jordan Search Consultants provides a customized level of recruitment support.