Hospital Unveils Unique Recruiting Campaign

(BUSINESS WIRE) Bingham Memorial Hospital today announced it has begun a recruiting campaign targeting Mayo Clinic and Cleveland Clinic doctors completing their residency. In a move to continue to bring the highest quality physicians to care for patients in the east Idaho area, Bingham has titled its campaign Play Where You Work. The campaign launched last week with ads in the *Cleveland Plain Dealer* and the *Rochester Post Bulletin*, as well as a new landing page for physicians looking for more information regarding opportunities.

“We want to attract even more of the best physicians in the field, so Bingham Memorial is focused on providing a great work environment, set in a naturally great play environment,” said Louis Kraml, CEO and administrator, Bingham Memorial Hospital. “The capability of achieving true work-life balance is unusual in the healthcare industry but important to physicians and we are uniquely able to offer that balance whether that means the best in outdoor activities or great community, family and home life.”

East Idaho is also known for its access to snowmobiling, rafting, kayaking, horseback riding, biking, golf, and hiking, providing a complete menu of outdoor activities from extreme sports to family-friendly recreation. For the second year in a row, Idaho was ranked Best Place to Practice 2012 by *Physicians Practice*, a publication that provides advice on the business side of running a practice for 150,000 physicians and administrators throughout the U.S.

“Idaho's low cost of living and culture of physician independence make it the best place in America to be a practicing physician for the second straight year,” said Bob Keaveney, editorial director of Physicians Practice. Six criteria were evaluated in the ranking: cost of living, tax burden, malpractice award payouts per capita, disciplinary actions taken against physicians, Medicare GPCI, and physician density.

For more information on Bingham Memorial Hospital, visit

www.playwhereyouwork [1].com

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[1] http://www.playwhereyouwork.com