



Memorial Sloan Kettering  
Cancer Center.

## Case study: Physician hiring project

### Background

Memorial Sloan Kettering Cancer Center, the world's oldest and largest private cancer center, is one of 47 National Cancer Institute designated Comprehensive Cancer Centers. Close collaboration between physicians and scientists is one of the center's unique strengths, enabling it to provide patients with the best care available as it works to discover more effective strategies to prevent, control, and cure cancer.

The opening of a new center in Monmouth, NJ and multiple satellite locations required a ramp-up in physician hiring. MSKCC needed 16 physicians over a 12-month period and sought an end-to-end recruitment solution covering sourcing, in-depth screening, and presentation of shortlists.

### Challenges

A facet that made finding top-quality physicians for the client a challenge included a low supply of candidates with exceptional training and clinical experience in the market. The recruitment team also needed to raise brand awareness through consistent messaging that highlighted the benefits of working with MSKCC in an effort to rightfully cast the organization as an attractive employer.

### Approach

Korn Ferry implemented a managed search approach for physician roles and a recruitment solution with a project management approach, that included a multi-sourcing channel strategy and a best in class selection process.

The team consisted of search consultants, a project coordinator, and recruitment consultants and had a strong footprint in academic healthcare with in-depth industry and functional expertise. Our relationships and brand provided us access to excellent talent pools at the highest ranked Cancer Centers across the country.

### Achievements

- Engaged desirable passive talent that staffed the new cancer center to further build the client brand.
- A shortlist of qualified applicants was delivered for each role within an average of 4 weeks.
- Provided a competitive candidate pipeline that meets client's growing needs to build the Department of Medicine.
- Successfully filled the first 3 roles within deadline outlined by client and on track to deliver remaining hires.

