



The Association of American Medical Colleges [[AAMC](#)] has indicated that America will face massive shortage of MD's by 2020

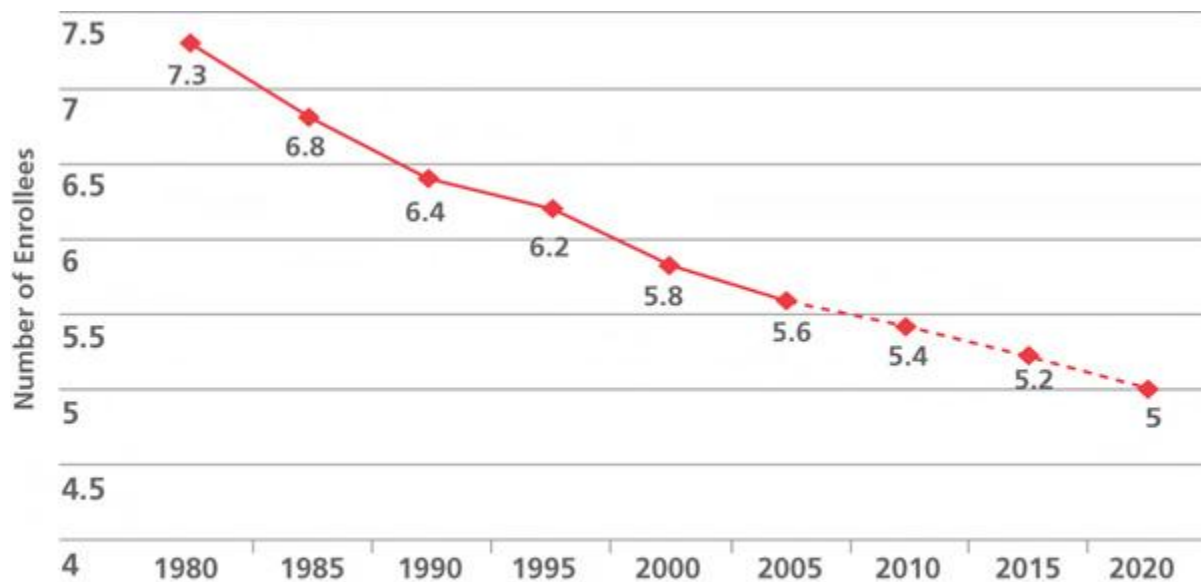
By Joe Fortuna, MD

This is a serious problem for the industry and one which will eventually impact healthcare marketing! So why don't we become more involved in solving the issue before it is too late!

No one knows how to market better than we do, right? We have spent our time focusing on patients – yes, they are the revenue generators after all! But we need to change our focus and learn how to market to the physicians. We need to attract new doctors to our hospitals to retain our patient base and clinical services.

Reasons for concern:

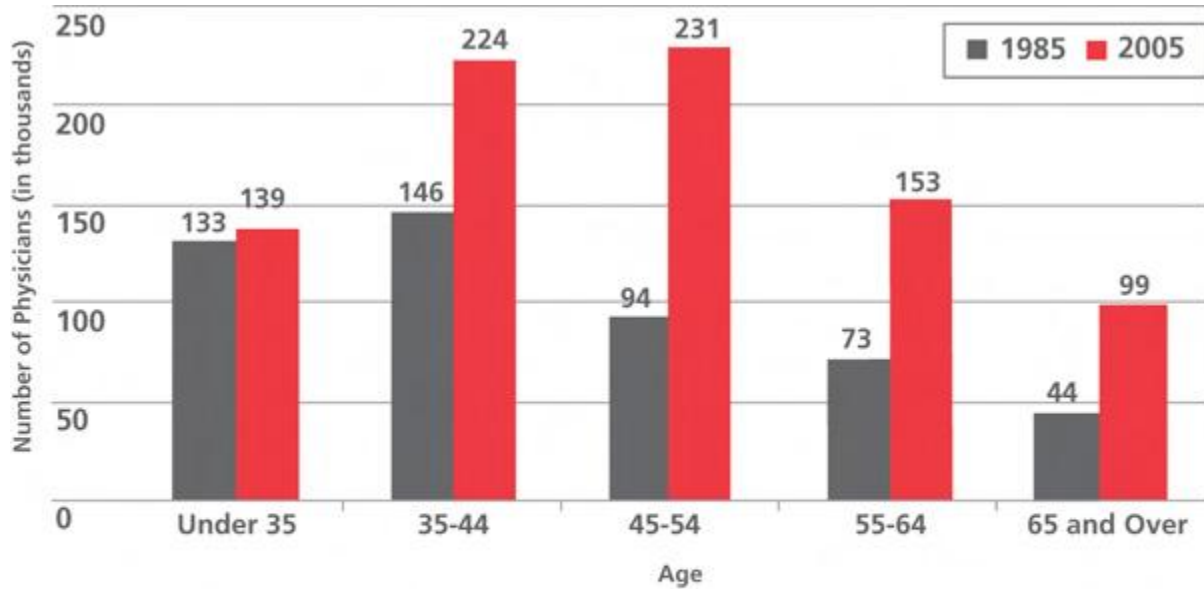
[1] First-year MD enrollment has declined since 1980



Source: AAMC; U.S. Census Bureau
Prepared by Center for Workforce Studies, AAMC, Feb. 2006

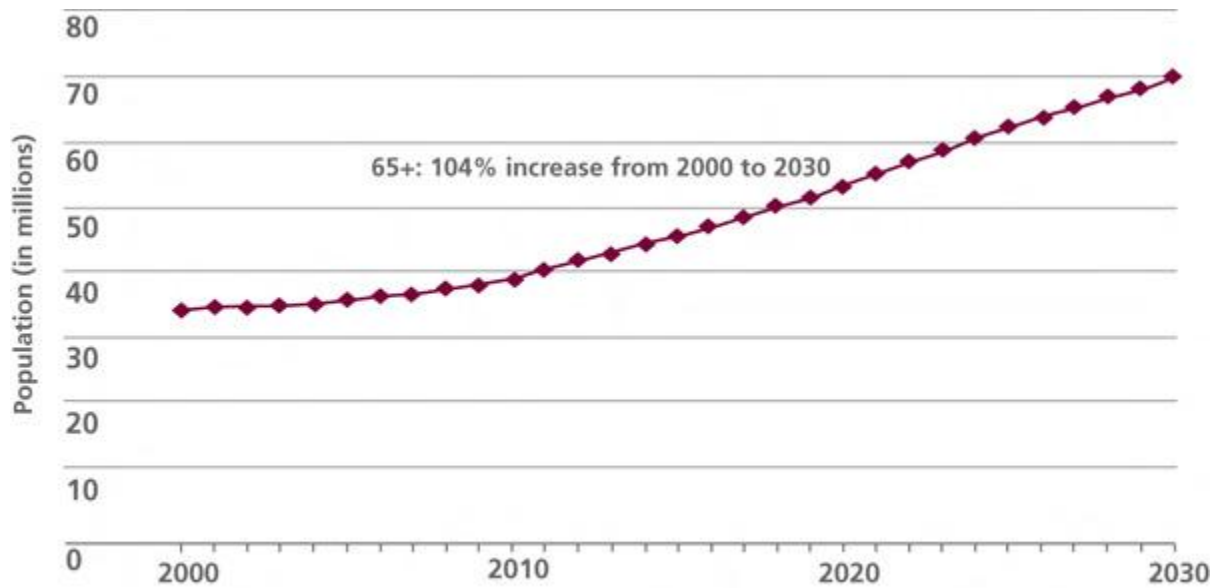
[2] The current physician workforce is aging

250,000 Active Physicians Are Over 55



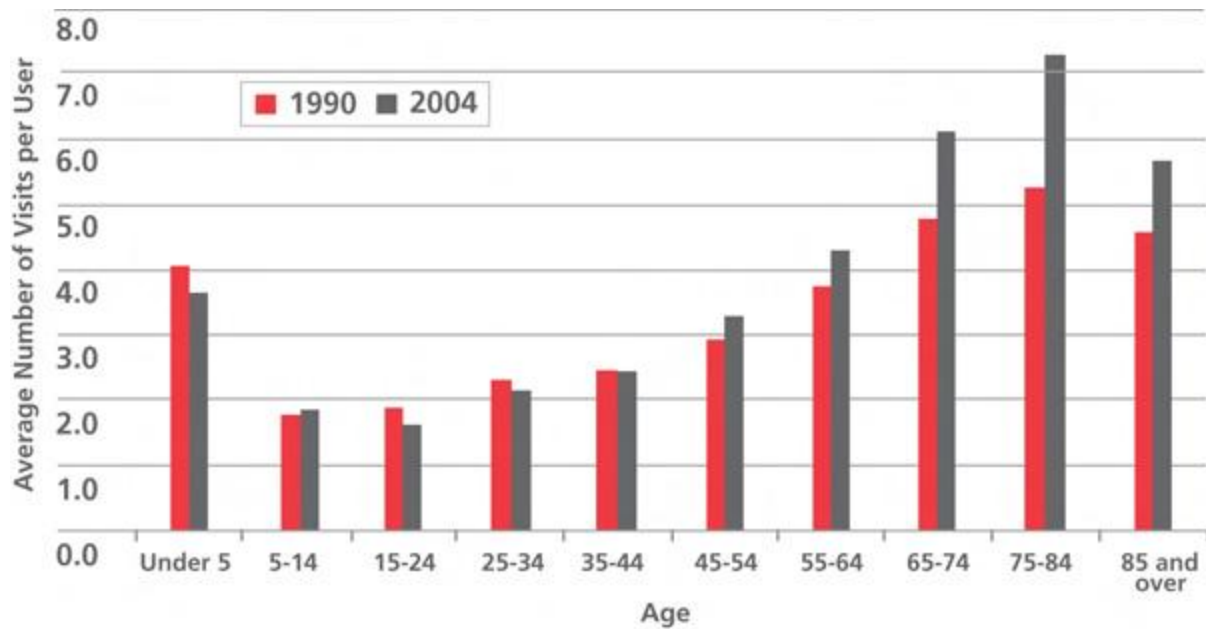
Source: American Medical Association (AMA) Physician Characteristics and Distribution for 1985 data: AMA Masterfile for 2005 data
Active physicians include residents/fellows
NOTE: 1985 data excludes 24,000 DOs.
Prepared by AAMC Center for Workforce Studies, March 2006

[3] Number of elderly patients will double by 2030



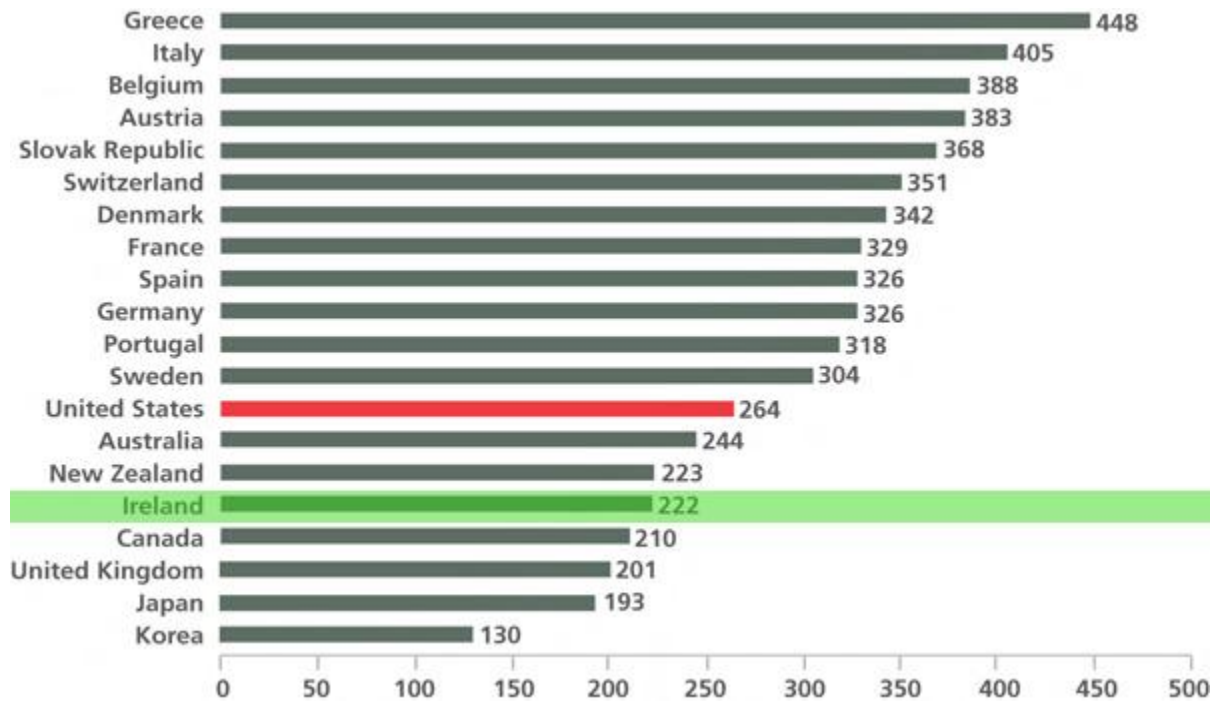
Source: U.S. Census

[4] Doctor visits are sharply higher for those over 65



Source: National Ambulatory Medical Care Survey, 1980, 1990, 2000, and 2003
 Prepared by AAMC Center for Workforce Studies

[5] The United States has a low physician-to-population ratio (even compared to Ireland!)



How do we do it?

We need to market our clinical departments to prospective faculty recruits, trainees, etc. We need to do a better job of selling, not only our services but the rewarding personal career stories. We need to forget the mantra of “market the service – not the doctor”. We need to highlight our rock stars, our researchers, and our compassionate and devoted nursing staff. We need to sell healthcare to the future healthcare providers. We have an important role to play in the continuity of care and have a great product to sell.

Let’s get to work ... and make our contribution to the pending crisis!



The Association of American Medical Colleges (AAMC) is a not-for-profit association representing all 134 accredited U.S. and 17 accredited Canadian medical schools; nearly 400 major teaching hospitals and health systems, including 62 Department of Veterans Affairs medical centers; and nearly 90 academic and scientific societies. Through these institutions and organizations, the AAMC represents 128,000 faculty members, 75,000 medical students, and 110,000 resident physicians. Additional information about the AAMC and U.S. medical schools and teaching hospitals is available at www.aamc.org/newsroom.