



APPENDIX W — PHYSICIAN SOURCING, OUTREACH & TALENT PIPELINE MESSAGING LIBRARY

A complete toolkit of scripts, email templates, text messages, voicemail scripts, and social outreach language proven to generate physician responses

Recruitment teams often struggle not because of lack of effort, but because of **weak messaging**. This appendix solves that with professionally crafted outreach that reflects:

- Warmth
- Respect
- Personalization
- Professional credibility
- Minimal friction
- Relationship-building messaging
- Value-based positioning

These scripts are built from strategies used by the most effective recruiters in the country, including the ones Tammy has perfected over two decades.



SECTION 1 - FIRST-TOUCH OUTREACH EMAILS

Used for new candidates, passive candidates, and targeted sourcing.

1. General Introduction Email (High Response Rate)

Subject: Quick question about your background

Hi Dr. _____,

I hope you're doing well. I came across your profile and wanted to reach out because your background really stood out.

We are currently working on a role in **[specialty/location]** that aligns closely with your experience, and I didn't want to miss the chance to connect.

Would you be open to a brief conversation this week or next?

I'd be happy to share details and learn what would make an opportunity the right fit for you.

Warm regards,

[Recruiter Name]

[Title / Organization]

[Phone]

[Email]

2. Passive Candidate Outreach (Busy physicians)

Subject: Dr. _____, may I share something with you?

Hi Dr. _____,

I know you are extremely busy, so I'll keep this brief.

We're supporting a health system that is addressing long-term stability in **[specialty]**, and I believe the structure and schedule could genuinely meet what many physicians are looking for today.



If you're open to a quick conversation, even exploratory, I'd love to share what makes this different.

Is there a convenient time for you this week?

Sincerely,

[Name]

3. Ultra-Short Outreach (For minimal-inbox physicians)

Subject: Quick intro?

Dr. _____,

I'd love to share a role in [location] that may be a strong match.

Open to a short call?

[Name]

SECTION 2 - FOLLOW-UP EMAIL TEMPLATES

Used if a physician does not respond within 3–7 days.

1. “Checking back in” Follow-Up

Subject: Following up, Dr. _____

Hi Dr. _____,

I wanted to gently follow up on my earlier message.

No pressure at all. Just hoping to see whether a brief conversation might make sense.

If not, feel free to let me know and I'll update my notes.

Warmly,

[Name]



2. “The door is always open” Follow-Up

Subject: Here if you need anything

Dr. _____,

I know your schedule is full, and I completely understand.

Even if you’re not exploring anything right now, I’m always happy to share market insight, compensation trends, or help if your circumstances change.

You’re welcome to reach out anytime.

[Name]

3. Third Attempt (Soft Touch)

Subject: Last quick note

Hi Dr. _____,

I won’t continue to fill your inbox — just wanted to send one last note in case my earlier messages didn’t reach you.

If you'd ever like to connect, I'd welcome the opportunity.

Best,

[Name]



SECTION 3 - TEXT MESSAGE SCRIPTS

Short, respectful, recruiter-to-physician texts that get replies.

1. Light touch text

Hi Dr., _____, this is [Name] from [Organization].

I emailed you about a role in [location] that may align with your background. Would you have 5 minutes sometime to connect?

2. Response-friendly text

Hi Dr. _____, quick question.

Are you currently open to hearing about new opportunities, or would you prefer I circle back later in the year?

3. For urgent openings

Hi Dr. _____, we have an immediate opportunity in [location].

Would you be open to a brief conversation today or tomorrow?

SECTION 4 - VOICEMAIL SCRIPTS

Friendly, warm, professional; never pushy.

1. Standard Voicemail

“Hi Dr. _____, this is [Name] with [Organization].

I’m calling because your background stood out, and we have a role that may be an excellent



match for you.

No urgency. I'd simply appreciate the chance to share a few details.

My number is [phone].

Again, that's [phone].

I look forward to connecting.”

2. Warm, Passive Candidate Voicemail

“Hi Dr. _____, this is [Name].

I know you receive many calls, so I'll be brief.

We have a unique opening that aligns very well with your experience, and I would love to share what makes it different.

If you have a moment, I'm at [phone].

No rush. I'd be happy to talk whenever convenient.”

SECTION 5 - SOCIAL MEDIA & LINKEDIN OUTREACH

Highly effective templates for DM outreach.

1. LinkedIn Connection Message

Hi Dr. _____,

I'd love to connect. I work closely with physicians across [specialty], and your background immediately stood out.

Always happy to be a resource.

Warm regards,

[Name]



2. Follow-Up LinkedIn DM

Hi Dr. _____,

Thank you for connecting.

If you're ever open to a quick conversation, I'd love to share a role in **[location]** that may align with what you're looking for.

No pressure. I'm here as a resource.

3. LinkedIn Message for Hard-to-Reach Candidates

Hi Dr. _____,

Not sure email is the best way to reach you, so I wanted to send a quick note here.

We're supporting a unique role in **[location]** that I think you'd appreciate.

Would you be open to a quick chat?

SECTION 6 - FLIGHT-RISK ENGAGEMENT TEMPLATES

Used to re-engage physicians showing signs of burnout or frustration.

1. Relationship-Based Outreach

Dr. _____,

I've been thinking about our recent conversation and wanted to check in.

Your contribution is incredibly valued, and I want to ensure you are getting the support you need.

Could we find 10–15 minutes to reconnect?

2. Invitation to Share Concerns

Dr. _____,

Before anything becomes frustrating or overwhelming, I want to offer space to talk through



anything on your mind.

No agenda. I'm just here to support you however I can.

SECTION 7 - CANDIDATE EXPERIENCE TEMPLATES

(PROCESS COMMUNICATION)

Ensures a seamless, professional candidate experience.

1. Interview Confirmation

Dr. _____,

Your interview with **[organization]** is confirmed for **[date/time]**.

You'll be meeting with:

- _____
- _____

Attached are the agenda and details.

Please let me know if you need anything.

2. Post-Interview Follow-Up

Dr. _____,

Thank you again for your time today.

Feedback has been very positive, and the team appreciated your insight and approach.

I'll keep you closely updated as we move forward.

3. Offer Presentation Template

Dr. _____,

I am excited to share that the organization would like to move forward with an offer.



I'd love to walk you through the details and answer any questions.

When could you connect today or tomorrow?

SECTION 8 - LONG-TERM PIPELINE NURTURING MESSAGES

Light-touch communications that maintain relationships for months or years.

1. Quarterly “Value Add” Message

Hi Dr. _____,

Just sharing the latest [market update / compensation trend / specialty insight] in case it's helpful.

Always happy to keep you informed.

2. Anniversary Message

Hi Dr. _____,

Hard to believe it's been a year since we first connected.

I hope your practice is going well and I'm always here if you ever need support or insight.

3. Holiday or End-of-Year Message

Dr. _____,

Wishing you and your family a wonderful season.

Thank you for the work you do. You are truly appreciated.



SUMMARY: GOOD MESSAGING CHANGES EVERYTHING

This toolkit helps recruiters:

- increase response rates
- build trust faster
- nurture long-term relationships
- communicate professionally
- reduce candidate drop-off
- streamline outreach
- elevate the recruiting image of the organization

Messaging is one of your greatest competitive advantages and now readers have everything they need.