

## **NAPR SERVICES, INC.**

NAPR Services, Inc. is a wholly owned subsidiary of the NAPR. It provides co-op mailing services and member firms can buy into the service. NAPR Services mails a response form to practicing doctors who are interested in a new practice opportunity. The responding doctor leads are shared among the participating firms.

### **NAPR Services' cooperative mailing programs for the 2006 recruitment season.**

NAPR Services, Inc. is pleased to announce its cooperative mailing program for the 2006 recruitment season. In November the membership completed a survey of specialties needed for the year. Each mailer is designed to assist members in recruitment of these key specialties.

[2006 Mailing Schedule - click here](#)

The 2006 mailing series includes 4 products: **the In Practice Subscription Program, the Residents/Fellows Mailing Program, the Willing to Relocate Mailing Program and the new Critical Demand Specialty Mailing Program.**

## **In Practice Subscription Mailing Program**

The **In Practice Subscription Mailing Program (this replaces the Annual Subscription Program)** consists of 11 monthly mailers of 7,000 pieces – This program has been redesigned to focus on in-practice candidates and attract them to your jobs in the most cost-effective manner. We will mail to 77,000 physicians from January through November in the 18 specialties chosen as the most important in our recent membership survey. These mailers will go out to physicians who have been in practice for 25 years or less and candidates will be directed to mail or fax their response forms or will also now be allowed to respond via the Internet. You will have access to the candidates via a secure password system. This is a subscription program for the entire year **but the price has been lowered to only \$300 per month, a savings of \$59 per month from the 2005 program.**

## **2007 Residents & Fellows Mailing Program**

5 monthly mailers of 5,000 pieces each – Yes, you can now purchase **ONLY** the residents and fellows mailer if that is your target! This 25,000 pieces mailing program will target all 2007 Residents and Fellows finishers and will be mailed April through August. This is a subscription program and members can pay for the subscription over a five month period. Cost for this mailer is \$3,000. Candidates will be directed to mail or fax their response forms or will also be allowed to respond via the Internet. Participating members can post their jobs online at NAPRJOBS.COM

## **Willing to Relocate Mailing Program**

This mailing program targets Doctors who have already indicated they are willing to relocate for a new practice opportunity. In the last quarter of 2005, we sent 4 Willing to Relocate mailers, which resulted in a response rate ranging from 1.54% to 2.29%. This added more than 300 doctors to participant's database inventories.

## **Critical Demand Specialty Mailing Program**

This program replaces the Sizzling and Total specialty mailers. The purpose of this program is to mail to every recruit-able physician in certain in-demand specialties. We anticipate this mailer will fulfill the needs of locum tenens members as well as other members who have a concentration of search work in a particular specialty. Each mailing piece includes a list of job openings advertised by participants. **NEW:** Participants can now post their jobs online via NAPRJOBS.COM. The online doctor response will allow the participating organization to see all of the responses for an indefinite amount of time. Each time a new physician responds online, an alert will be sent to all participants' email address. Investment in this program is variable, depending on the number of pieces in each specialty. Members choose to participate on a monthly basis. Again, all physician responses are sent to every participating member for as long as replies are received.

[2006 Mailing Schedule - click here](#)

Note: NAPR Services Board is researching doing a boutique mailer every quarter and will consider adding a specialty mailer if requested. You may email your comments and suggestions to [napr@napr.org](mailto:napr@napr.org)