

Primary care physician signing bonuses becoming the norm

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(HealthDay)—Signing bonuses for primary care physicians are becoming ubiquitous in a competitive hiring landscape, according to an article published Oct. 25 in *Medical Economics*.

The Medicus Firm conducted a physician compensation survey, an annual survey of over 2,500 doctors.

The survey found that 85.27 percent of the searches the firm filled last year offered a signing bonus for [primary care](#) physicians. The average signing bonus was \$24,037, with the highest bonus offered being \$150,000. The firm suggests that the shortage of [primary care physicians](#) and the competitiveness of the market are making signing bonuses the new normal. Compensation plans are also shifting towards base salary

plus incentive compensation.

"Sign-on [bonuses](#) were once considered icing on the cake, but now they're more like the cake itself," Jim Stone, president of the Medicus Firm, told *Medical Economics*. "They've gone from being nice to have to being expected."

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