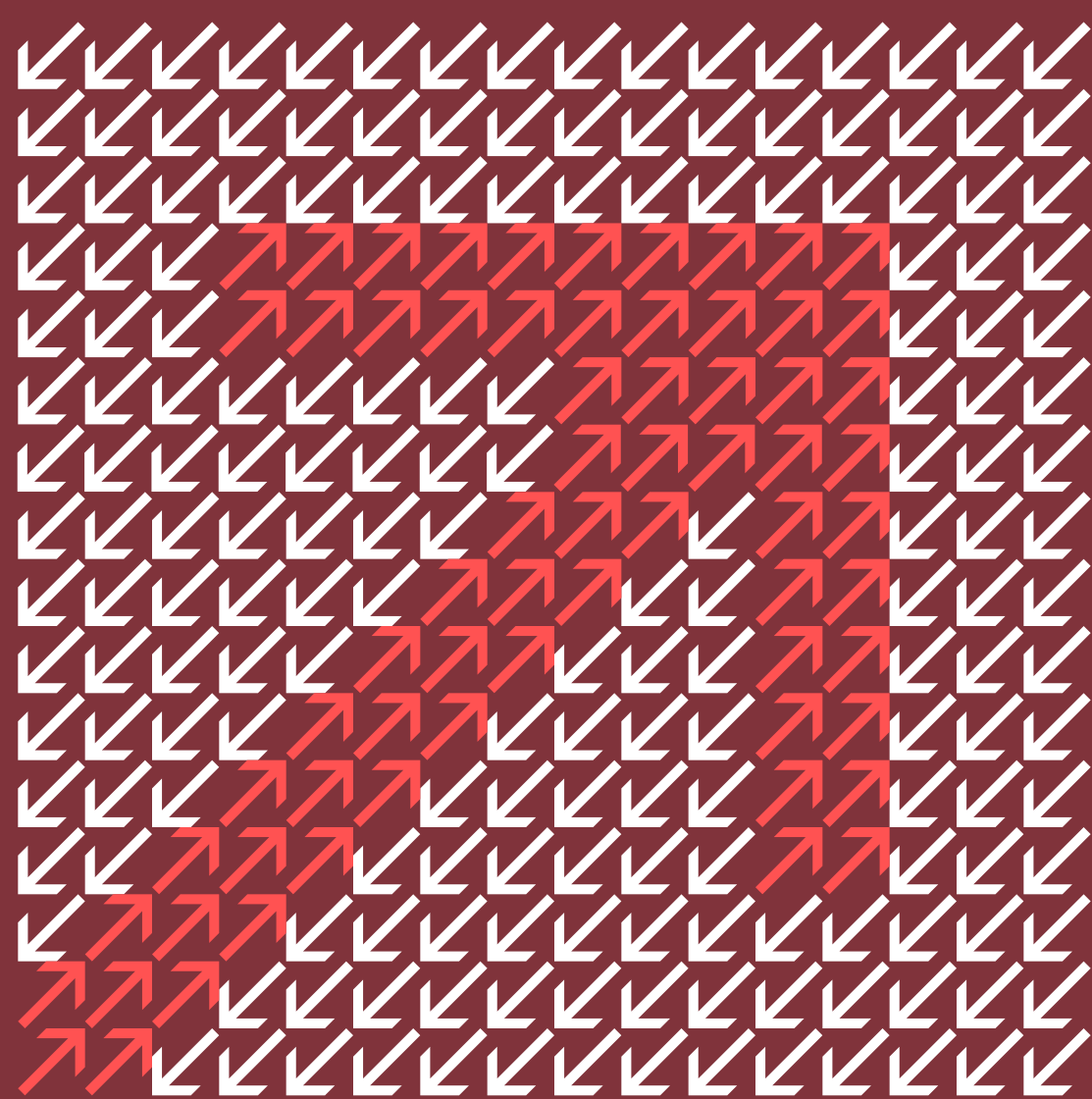




HOW TO STAND OUT

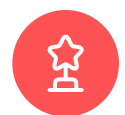
Writing job descriptions
that attract the right clinicians

A practice owner's checklist for writing job descriptions that attract (and retain) highly motivated clinicians.

Hiring has never been more competitive. Experienced PTs, OTs, SLPs, and chiropractors have more options than ever, and the best ones aren't just looking for a job. They're looking for a practice that fits the career and the life they want to build. A vague or generic posting quietly signals that you haven't thought about what that looks like. A specific, honest one signals that you have. The best candidates are evaluating you as closely as you are evaluating them. Use this checklist before you post.

The basics: what every listing must include

- ☐ A real caseload number or range, not "competitive" or "manageable"
- ☐ Compensation model clearly explained, whether salary, productivity, hybrid, or performance based
- ☐ Your EMR & tech stack named, along with any documentation support tools or AI
- ☐ Mentorship and onboarding structure described, not just promised
- ☐ Continuing education resources, including the dollar amount provided for CEUs, residency opportunities, or incentives for additional certifications
- ☐ How you measure patient outcomes and quality care, and what those measures mean to your culture
- ☐ Flexibility spelled out: telehealth, scheduling options, hybrid care models



Going beyond the baseline

- ☐ Lead with what clinicians care about most: caseload, schedule, technology, and growth. Not your clinic's founding story.
 - ☐ Replace adjectives with specifics. "Manageable schedule" means nothing. "Caseload capped at 16 patients a day" means something.
 - ☐ Name your AI tools explicitly. Candidates who have burned out in a documentation-heavy clinic will be looking for this.
 - ☐ Be specific about what clinicians are not responsible for. Candidates want to know who handles intake, scheduling, and billing follow-up.
 - ☐ Make the growth path concrete. "Opportunity for advancement" is not a path. A timeline and a title are.
 - ☐ If you offer student loan repayment support, name the amount. It stands out.
 - ☐ Say what makes you, you. It's probably the first thing you'd mention if a friend asked what your clinic is like, so say that in the listing, too. For example:
 - A dog snoozing at the front desk
 - Free coffee that's actually good, creamer included
 - A lunch order on the house once a month
 - Early-out Fridays all summer, because nobody wants to be the last one in the building in July
 - A patient roster that includes professional athletes or classical musicians
 - Bonuses tied to patient satisfaction or Google reviews
 - A hiker safety clinic, gait clinic, fall prevention program, or prenatal yoga class you run for the community
 - Actually celebrating wins, a shoutout in the team chat, a round of applause, whatever your version of that is
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Before you post, ask yourself

- ☐ Does this listing tell a clinician specifically what their day, their caseload, and their growth path will look like?
 - ☐ Is every detail filled in with a real answer, not a vague promise?
 - ☐ Would a clinician who has had a poor job experience prior read this and feel like it was written for them?
 - ☐ Are you distributing this where the right candidates already are?
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Where to actually post it

- [Prompt Career Connection](#)
- [Jobs on Exxat One](#)
- PT/OT/SLP/DC-specific job boards, not just general ones
- Alumni networks from local PT, OT, SLP, and chiropractic programs
- Professional Slack and Facebook groups where clinicians already talk shop
- Your own team. Ask current clinicians to share it. Referrals from people already happy at your clinic outperform cold job board traffic almost every time.

A job description is the first experience a clinician has of your clinic. Make it reflect the kind of place you actually are.



AI job description generator prompt

Copy and paste the following into your preferred AI (ChatGPT, Claude, etc.):

"Act as an expert hiring manager for a physical therapy/clinical practice. Your goal is to write a job description that attracts high-quality candidates by being honest, specific, and human-centric. Avoid corporate buzzwords (like 'competitive salary' or 'great culture') and instead focus on the concrete realities of the job.

Copy and paste the following into your preferred AI (ChatGPT, Claude, etc.):

Clinic Details	The Work Environment (Be specific)	The Benefits & Culture
- Clinic Name & Type (Single/Multi-location): [Insert details] - Role Title: [Insert title]	- Real Caseload/Patient Numbers: [Insert details] - Compensation Model: [Insert details] - EMR and Clinical Tools: [Insert details] - Mentorship & Onboarding Structure: [Insert details] - Flexibility/Scheduling (Telehealth, hybrid, etc.): [Insert details]	- Non-responsibilities (What the clinician won't have to do): [Insert details] - Growth Path (Timeline/Titles): [Insert details] - Student Loan Support (Amount): [Insert details] - Specific Culture Quirks (e.g., dog at desk, free coffee, specific team rituals): [Insert details]

Voice & Tone

Write this like a person describing a place they are proud of, not a legal department filling a template. Be conversational, direct, and welcoming."

A note on using AI: The prompt above will give you a strong starting draft, but treat it as exactly that. Read it carefully before you post. AI can misinterpret details, fill gaps with assumptions, or smooth over specifics that matter. Edit it to make sure every detail is accurate, and make sure it actually sounds like your clinic.

What a finished listing looks like

Want to see the checklist in action? We put together a finished example you can learn from and adapt.

See example listing →