



Reimagining Provider Recruitment: AI + Social Media in Action

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Setting the Stage

Recruitment challenges in healthcare: turnover, competition, candidate shortages

- ✓ Understanding AI and social media can act as tools to scale outreach and personalize connections
- ✓ How AI Helps Recruitment
- ✓ Demonstrating AI
- ✓ How PracticeMatch Integrates AI
- ✓ Where AI Meets Social Media
- ✓ Social Media in Recruitment
- ✓ Blending AI And Social Media

Understanding AI

AI = teaching computers to think and help us solve problems

1950s

Early
computer
intelligence

2000s

AI in daily life
(spam filters,
Google search,
Netflix)

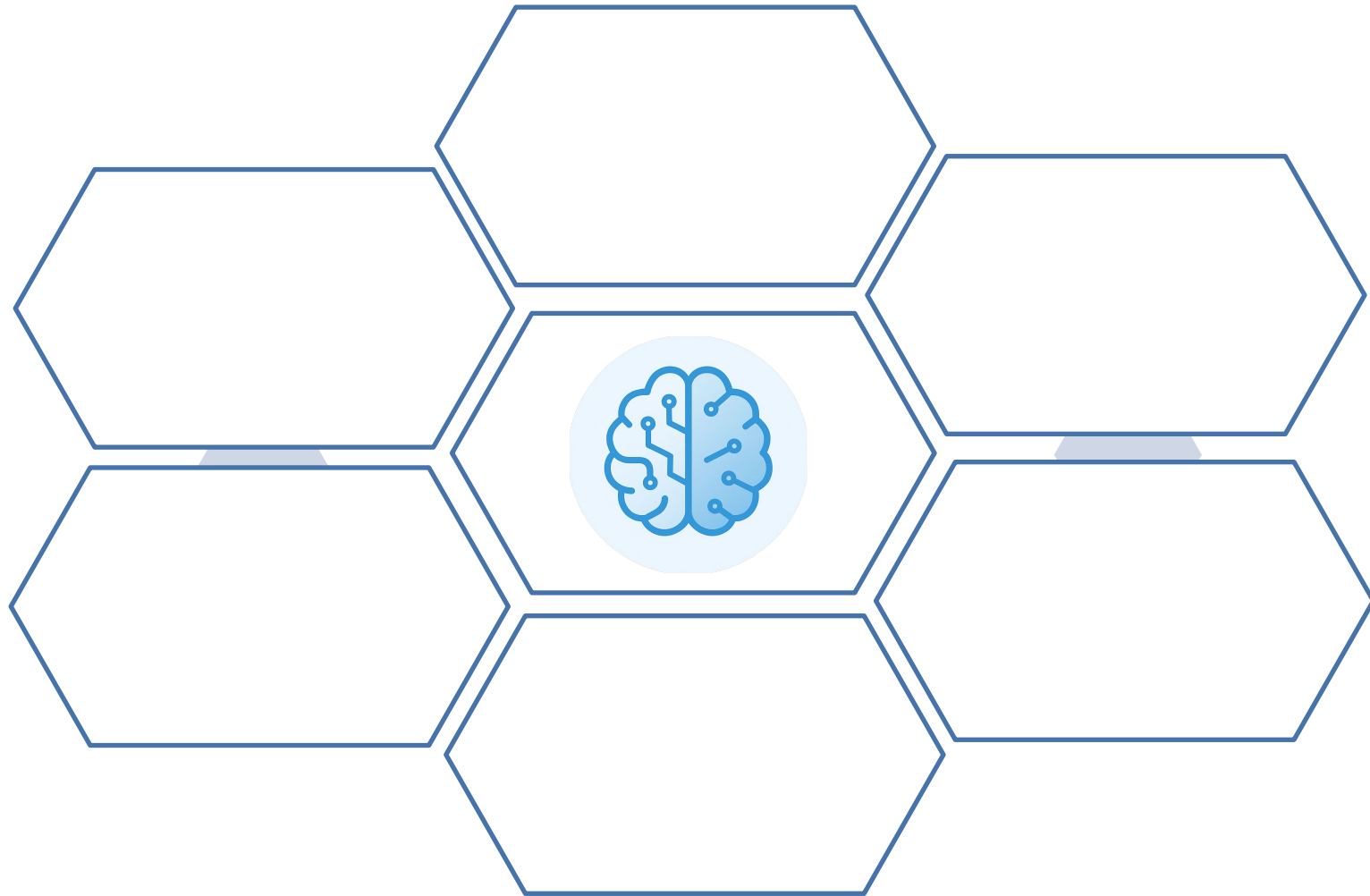
2010s

Machine learning
boom (voice
assistants,
self-driving cars)

2020s

Generative AI
(ChatGPT,
automation,
content creation)

How AI Helps Recruitment



The RISEN Framework – How to Get Better Results from AI



R – Role: Tell AI who it is acting as.

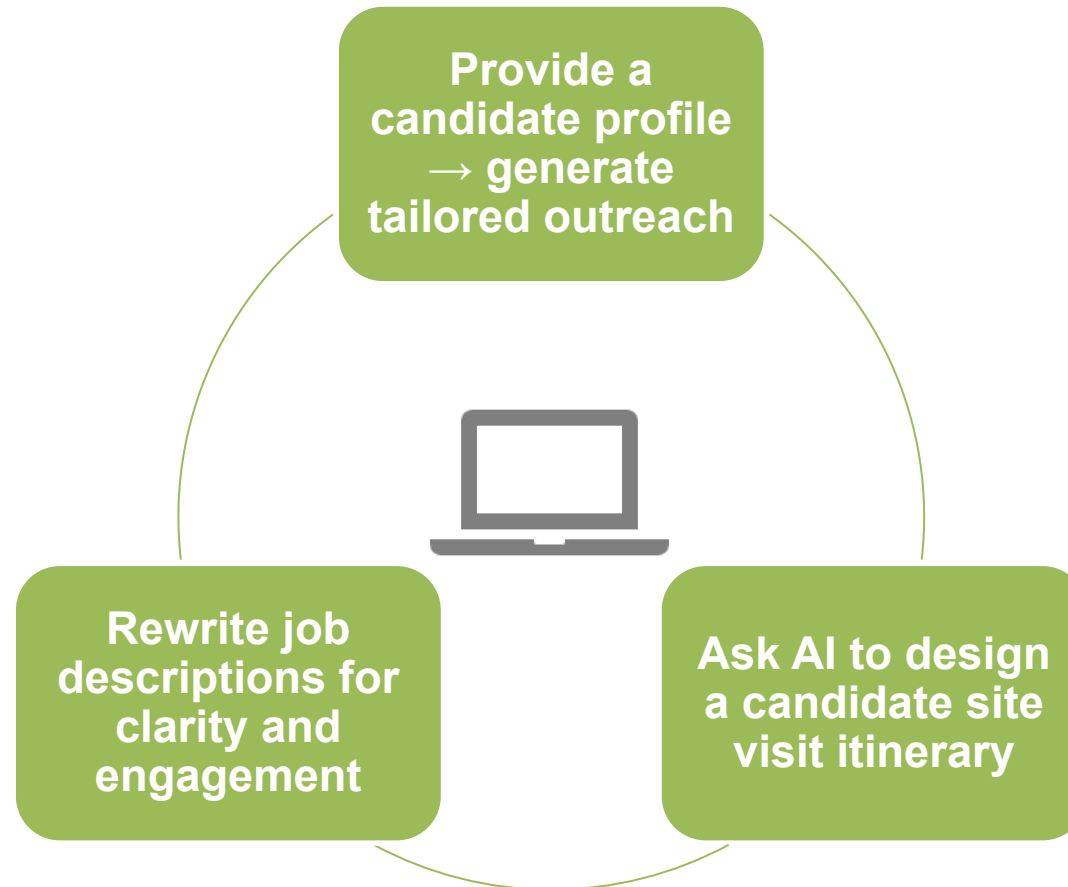


I – Input: Provide context and key details.



S – Steps: Break the task into clear parts.

Demonstrating AI (ChatGPT Examples)



How PracticeMatch is Integrating AI

Automated job description generator

Email and campaign creation tools

Smart candidate engagement recommendations

How PracticeMatch is Integrating AI

Email > Traditional Editor

- HTML Templates
- Email Editor**
- Saved Templates
- Email Campaigns

UNSENDABLE

Unsubscribed	2
Bounced	8
Blank Email	53

Schedule Delivery

Edit with AI

DRAG & DROP MERGE FIELDS

- [FullName]
- [LastName]
- [FirstName]
- [Degree]

NOTE: This option uses our fu

From:

To:

CC:

Subject:

Verdana 11pt

Header

Opportunity Description

Enhance Description with AI

Header visible to the public

Verdana 11pt

Evolution of AI (2025 and Beyond)

AI = teaching computers to think and help us solve problems

Generative AI
(ChatGPT, Gemini,
Claude, Copilot,
Perplexity)

Multimodal AI –
text, voice, and
image
capabilities in
one model

Agentic systems
– AI that acts,
not just answers
questions

Rapid progress
in accuracy,
reasoning, and
domain
specialization

Where AI Meets Social Media



AI builds the message, social media delivers it



From one-to-one to one-to-many communication



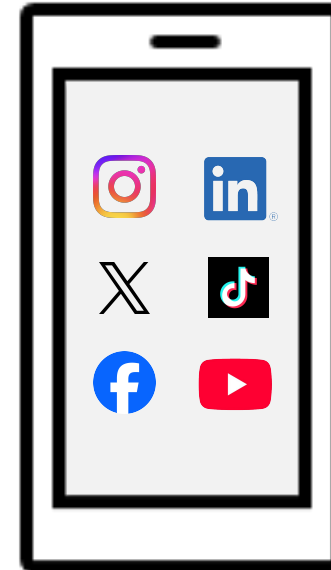
Consistency + creativity: tone + branding vs. human connection



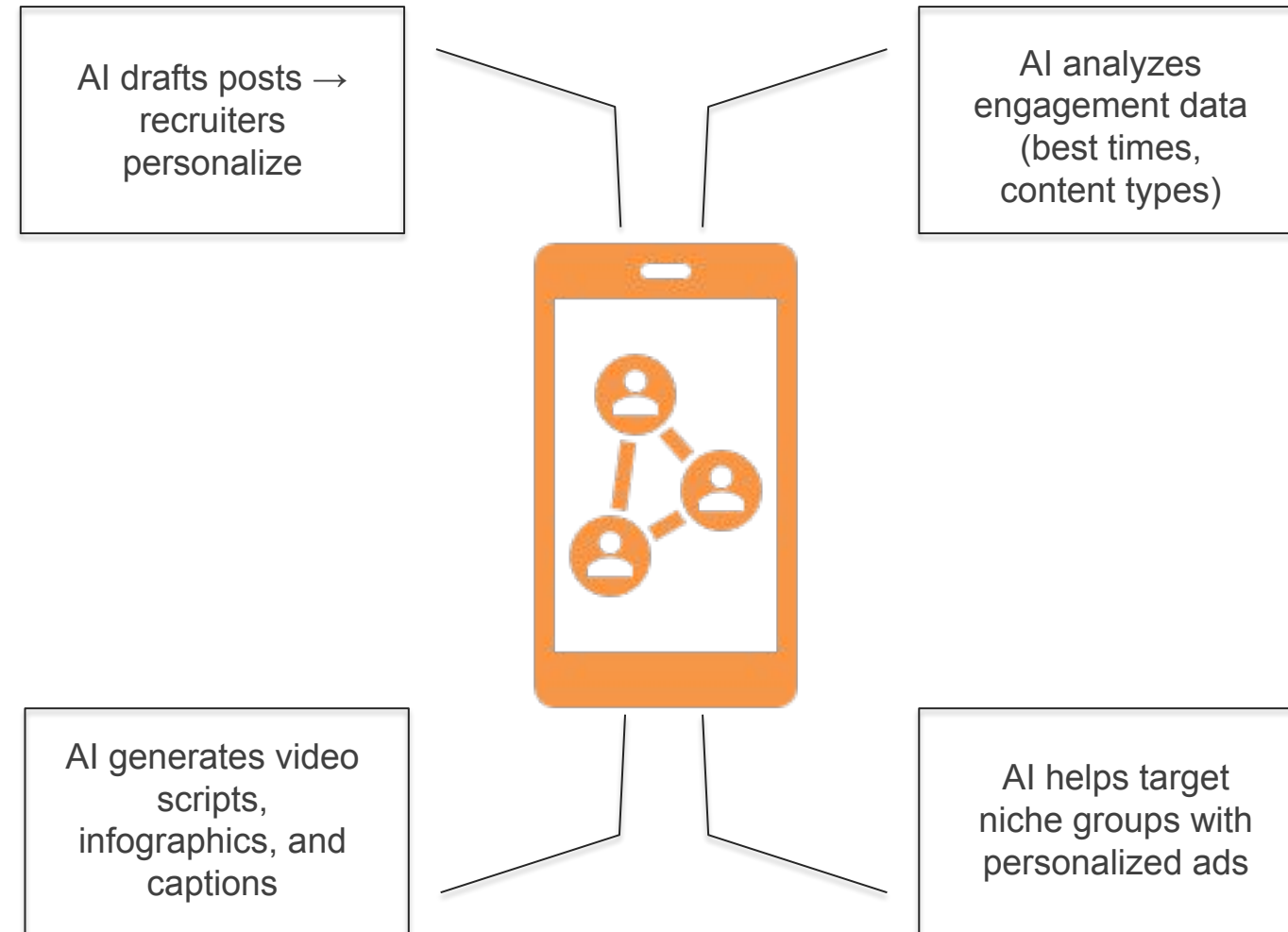
Example: AI-generated job description adapted across platforms

Social Media for Recruitment

- Company pages on LinkedIn, Facebook, Instagram, TikTok, X
- Consistent posting schedule builds awareness
- Content themes: culture, community, provider stories
- Engagement: networking groups, direct messages, paid ads



Blending AI + Social Media



Key Takeaways & Action Steps

AI and social media empower, not replace recruiters

Start small: test AI for subject lines, one social channel

Measure results and scale what works

Authenticity and human connection matter most

References

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Thank you!



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Let's connect on LinkedIn!

Feedback

