

**3RNet**  
National Rural Recruitment  
and Retention Network

**Updates for NOSORH Region E  
Meeting**

July 11, 2013

www.3RNet.org

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**3RNet**  
National Rural Recruitment  
and Retention Network

**History in brief**

- Founded in 1995 after a vote of NOSORH
- First ED and visionary behind the concept – Fred Moskol
- Premise was that an easy to use internet job board of up to date position openings would be attractive to health professionals and would harness economies of scale
- Members of the organization would know their state best and be connected to many HRSA and local programs such as loan repayment and J1 visa
- Services would be promoted heavily to serve rural and underserved communities

www.3RNet.org

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**3RNet**  
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**Membership today**

- 53 Organizational Members including 49 states, Commonwealth of the Northern Mariana Islands, Cherokee Nation (OK), Veterans Administration and Indian Health Services
- Represented by SORH, PCO, PCA, AHEC, and other non-profit entities
- Funded through member dues and a grant from HRSA Office of Rural Health Policy

www.3RNet.org

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**3RNet**  
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**Current Board of Directors**

- Steve Shotwell (MI) President
- Keith Clark (NV) President-elect
- Joni Adamson (MO) Treasurer
- Stacey Day (SC) Secretary
- Jan Hurst (KY)
- Randy Munson (WI)
- Ann Cranford (TN)
- Jeanne Haupt (LA)
- Lisa Benzel (MT)

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**2011-12 Annual Survey**

- Newly formatted using Survey Monkey and more narrowly focused on 4 key metrics:
- 7,504 health professional opportunities posted
- 3,921 candidates registered on 3RNet website
- 47,938 candidate referrals made to hiring organizations
- 1,767 health professional placements recorded (including J1 physicians)
- Do you have a copy of the survey results? Did you share it within your state?

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**NEW WEBSITE – September 2012**

The screenshot shows the 3RNet website homepage. At the top, there is a navigation bar with links for Search Opportunities, Locations, Resources, Sponsors, About, and Contact. Below this, there are several featured sections: 'Current Openings' with a 'REGISTER NOW' button, 'Colorado' with a 'General J1 Visas News Resources Contact Register' menu, and 'Key Points' with a brief overview of the network's mission and services. The website design is clean and professional, with a focus on providing information and facilitating recruitment.

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**3RNet**  
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**MOBILE SITE June 2013**



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**3RNet**  
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**Benefits of Membership**

- Access to a data base of interested health care professionals
- Posting job opportunities on an established website for rural and underserved communities
- Technical assistance; Training in recruitment and retention
- Recruitment and retention handbook that focuses on rural and underserved areas
- Assistance and support from fellow members facilitated by member listserve
- National advertising and social media presence
- Highlighted annually on 3RNet homepage and on social media sites
- Access to 3RNet promotional material and resources to utilize in marketing
- Exhibiting at state and national workforce and recruitment events
- Continued education through webinars and Annual Membership Meeting
- Web library of resources

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**3RNet**  
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**4 C's of Membership**

1. Collaboration
2. Customization
3. Creativity
4. Collection of Data

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**3RNet**  
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**Collaboration**

- Seek partnerships with all safety net organizations who are interested in workforce recruitment and retention
- Partner with health professional programs to create awareness of your efforts and grow your 3RNet usage
- Promote R&R services using your own and 3RNet supplied materials

[www.3RNet.org](http://www.3RNet.org)

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**Customization**

- Select the health professions most in need in your state that you will serve
- Select the types of facilities and opportunities you will post on the 3RNet
- Determine how you will facilitate referrals and tracking; choose your method from several choices
- Determine any fee schedule used to sustain program if needed; many models exist within 3RNet to review

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**Creativity**

- 3RNet website allows Organizational Member to create text to describe your state, its regions and the organizations you represent
- Pictures and videos may be utilized to enhance the visual representation; Check out CO, DE or the VA pages
- 3RNet staff available for assistance in design
- Be creative and make your state shine!

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**Collection of Data**

- Supply your data on the four key metrics of the 3RNet Annual Report and use results to show impact of your services on workforce needs in your state;
- True Serve has been used for this purpose in ND
- Use data collected to seek additional partners and funding sources for your program

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**3RNet and ARRA Retention Programs**

- Partnered with National Rural Resource Center and 3 states-WI, MN, IN to produce Midwest Retention Toolkit
- Provided webinars on retention for PA and WI
- Presented sessions on national trends in retention in LA, ID, MO, SC
- Collaborate with NC Foundation who is working with 11 states in Multi-state Collaborative to prepare a retention tracking system using new web based Practice Sights

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**3 State collaborative study with toolkit**

Midwest Retention Toolkit	12
Health Resources Center and the National Rural Recruitment and Retention Network, under contract to the Indiana State Department of Health, Minnesota Department of Health, Office of Rural Health, and Oregon Center for Health Services, Department of Health Services	Indiana, Minnesota, Wisconsin

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