Collaborative Rural Success Stories: 3RNet

Mike Shimmens, 3RNet Executive Director
Joyce Hospodar, Arizona 3RNet Member

National Organization of State Offices of Rural Health
3RNet.org

• As a national nonprofit network, we have 53 members across the country

• As an organization, we are best known for our job board - our best tool to communicate 3RNet as a trusted resource for jobs in rural and underserved areas across the country

• We provide our members with networking and educational opportunities related to community-based recruitment and retention

• We have around 2000 visitors to 3RNet.org each week
3RNet Members

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
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<tbody>
<tr>
<td>State Office of Rural Health (SORH)</td>
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<tr>
<td>Primary Care Office (PCO)</td>
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<td>Primary Care Association (PCA)</td>
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<td>Non-profit</td>
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<td>Other</td>
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<td>Federal Agency</td>
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<td>Area Health Education Center (AHEC)</td>
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<td>Sovereign Nation</td>
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National Organization of State Offices of Rural Health
a national nonprofit network of members working for you matching health professionals with rural & underserved jobs

Search Job Opportunities

Profession: &lt;&lt; Any Profession &gt;&gt;  
Search  Register Now

Career & Life Planning Portal

Are you a resident looking for your first practice?

Are you thinking of making a change in practice location?

Check out this great portal for all kinds of career tips, planning tools, and great advice.

Featured State

Texas

Texas has something for everyone! Whatever your geographic preference, Texas can fill that need. With 7 regions spanning over 200,000 square miles and a population over 25 million Texas is like a "whole other country!" Every part of this great state has its own special charm and flair. And just wait until you see all of the fun "stuff" you can do when you are here... Learn More

3RNet Blog

New 3RNet Career and Life Planning Portal

We are excited to announce a brand new resource, the 3RNet Career and Life Planning Portal, powered by Adventures in Medicine. This new portal is full of hundreds of validated, tested, quality resources that have been designed by Adventures in Medicine, and tailored by 3RNet. Each and every one of these interactive resources is now available to all...
Features & Resources

State-specific, customizable pages

3RNet Blog
By the Numbers - 2013

- $500,000 approximate annual budget
- $978 million economic impact
- 22,494 jobs added
- 1,619 health professionals placed
- 290,557 member referrals made
Our Role

• Drive candidates & facilities to 3RNet.org for matching
  • We want to be a TRUSTED RESOURCE for rural and underserved jobs

• Provide members necessary tools to support safety-net facilities
  • A tool people can use as a CATALYST – we can be where collaboration begins
The Arizona Rural Recruitment & Retention Program Partnership

Arizona Department of Health Services

Arizona Alliance for Community Health Centers

Primary Healthcare for All

THE UNIVERSITY OF ARIZONA MEL & ENID ZUCKERMAN COLLEGE OF PUBLIC HEALTH

Center for Rural Health

National Organization of State Offices of Rural Health
Agenda

• Overview of Partnership
• Roles of Partners
• Benefits from Partnership
• Successes
• Next Steps for AZ 3RNet Partnership
Overview of Arizona’s 3RNet Partnership

SORH

PCO

PCA

ACCESS TO CARE
RURAL and UNDERSERVED
RECRUITMENT and RETENTION

National Organization of State Offices of Rural Health

NOSORH
Arizona 3RNet Partners and Their Roles

• State Office of Rural Health - Center for Rural Health
  • Oversee and manage the website
  • Update the site with new information relevant to recruitment and retention
  • Market the opportunity to rural provider organizations around the state
  • Approve all provider organizations interested in posting job opportunities
  • Assist employers in navigating the AZ 3RNet website
  • Provide assistance to healthcare providers seeking jobs in rural Arizona as well as healthcare facilities needing to fill open positions
Arizona 3RNet Partners and Their Roles

• Arizona Primary Care Office - ADHS, Bureau of Health Systems Development
  • Manage the Workforce Programs for the State
  • Arizona J-1 Visa Waiver Program
  • Arizona Loan Repayment Program
  • National Health Service Corps
  • Nurse Corps
  • Facilitate recruitment and provide technical assistance to health care professionals looking for placement in Arizona
Arizona 3RNet Partners and Their Roles

• Arizona Primary Care Association - Arizona Alliance for Community Health Centers
  • Recruit and retain medical professionals at the state’s Federally Qualified Health Centers
Benefits of AZ 3RNet Partnership

• Access to 3RNet information
  • Candidates, Facilities, Locations
  • Job opportunities
  • Trainings, webinars and recordings
  • Reporting
  • Recruitment and Retention Tools and Resources (locally and statewide)
  • Trainings on new updates and functionalities of website
  • Technical assistance from national 3RNet staff

• Leverage agency resources to maximize recruitment of providers

• Outreach proactively to providers registered on 3RNet
Benefits of AZ 3RNet Partnership

- Facilitate/maximize enrollment to programs, i.e., AZ J1 Visa Waiver Program, NHSC Loan Repayment Program or State Loan Repayment Program
- Direct referrals to facilities with known active or pending job openings
- Conduct applicant screening through CV review
- Plan recruitment efforts based on provider’s “available date” information
- Track effectiveness of 3RNet in filling positions posted on 3RNet
- Gauge provider interests for employment in AZ
Successes: Impact Before & After Partnership

Growth in Facility Registrations

Before Partnership (2004-6/30/2012)  After Partnership (7/1/12 to date)
Successes

Growth in 3RNet Facility Registrations by Year
N = 95
Activities Impacting Growth

SORH/CRH:

• Promotion of *AZ 3RNet* at the Annual AZ Rural Health Conference and Policy Forum (Summer/Winter - 2012, 2013, 2014)

• Presentations: ADHS Workforce Conference, January 2013; Southeast AZ AHEC Staff Meeting, April 2014

• Featured state website on National 3RNet, December 2013

• Distribution of *AZ 3RNet* brochure at Critical Access Hospital site visits
## AZ PCO Marketing Activities

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<th>EVENT TYPE</th>
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<th>PARTICIPANTS REACHED</th>
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<tr>
<td>Academic Presentations</td>
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<td>Primary Care Provider Recruitment Fairs</td>
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<td>Site Visits or Organization Meetings</td>
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<td>120</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>708</strong></td>
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## AZ PCA Marketing Activities

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<td><strong>TOTAL</strong></td>
<td><strong>29</strong></td>
<td><strong>1,241</strong></td>
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Next Steps for AZ 3RNet Partnership

• Maintain the AZ 3RNet website
• Convene recruiters from each of the regions to introduce ourselves and assess what additional support each might need
• Market the 3RNet to employers in Arizona currently not registered
• Sponsor webinars for interested employers to learn more about 3RNet
Next Steps for AZ 3RNet Partnership

• Conduct refresher tutorial/updates for AZ 3RNet representatives

• Review other 3RNet resources handouts and customize for Arizona to use and distribute to sites posting job openings

• Review sites currently using 3RNet and identify qualifying sites not yet using 3RNet to provide Network information

• Schedule a webinar for organizations in the state currently posting job openings and qualifying sites not yet using 3RNet focusing on the following: Site Use, Job Postings, Site Profiles, Other Questions on Site Use
## Arizona 3RNet Contacts

<table>
<thead>
<tr>
<th>CRH</th>
<th>ASHD</th>
<th>BHSD</th>
<th>AACHC</th>
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</thead>
</table>
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Questions?

Thank you!

Happy National Rural Health Day!