



Rural Workforce Development: Recruitment and Beyond

RHC Committee Webinar Series

National Organization of **State Offices of Rural Health**

Agenda

- Welcome & Introductions

Presenters:

- Mike Shimmens
- Mark Barclay

- RHC Committee Webinar Series

Presenting timely and relevant information to assist and build capacity in SORHs and the rural providers and/or communities they serve.

Logistics

- Phone lines **are not** muted. Please mute your own phone line unless you are speaking. When you speak, please state your name and state.
- If you have questions during the session, please feel free to use the chat box in the bottom right corner of the screen.
- There will also be opportunities throughout the presentation for questions

Today's Expert Presenters

Mark Barclay



Mike Shimmens

Learning Objectives

At the conclusion of today's session participants will be able to:

- Evaluate challenges in rural facilities preparing for recruitment and retaining quality clinical providers
- Understand the 3RNet teaching that recruitment for retention success is linked to a defined process and the resources we use to help rural facilities learn that process
- Learn what workforce resources rural facilities need to be aware of that can assist them in their work
- Understand the connection between recruitment and retention and the resources 3RNet uses to help rural facilities in their retention efforts



Rural Workforce Development: Recruitment and Beyond

Mike Shimmens, Executive Director
Mark Barclay, Director of Member Services

www.3RNet.org

3RNet.org

- As a national, nonprofit network, we have 54 members across the country
- Our members have been crucial to our +20 year history of service and success
- 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 over 2000 visitors to 3RNet.org each week



For Healthcare Professionals

For Employers

[Members](#)

[About Us](#)

800-787-2512



Welcome to 3RNet

We are a national nonprofit network of members committed to matching healthcare professionals with rural and underserved jobs. **Register now for FREE**

Search Job Opportunities

<< Any Profession >>

Select State(s)

SEARCH NOW

REGISTER NOW

Join 55913 other candidates searching 4128 jobs from 6164 facilities! Register Now!

Finding jobs on 3RNet is as easy as ...

- 1 Search Jobs**

Jobs available in every state! Search dozens of specialties and professions. **Start now!**


- 2 Register**

Free 3RNet registration gets you: full job details such as compensation and contact information; email notifications on new jobs that meet your needs.


- 3 Get Answers**

3RNet members can provide: additional unbiased information on jobs, loan repayment programs, and J1 Visa Waivers; insights into local communities.



Register today!



- ☒ Receive email notifications for new jobs
- ☒ View full job details
- ☒ Access compensation information
- ☒ Save jobs to your profile
- ☒ Get contact information
- ☒ Obtain individualized help

[Employers learn more](#)

Why Are We Unique?

- We provide a wider breadth in reach of health professions than almost any other job board
- We reach facilities that do not qualify as NHSC sites (including Critical Access Hospitals and Rural Health Clinics) or qualify but do not have a high enough HPSA score for NHSC funding
- We have marketed ourselves nationally at job fairs and our members have marketed us as the place for rural and underserved jobs for +20 years
- Candidates connect directly to our non-biased members who are knowledgeable on all programs for their state



Who Are Our Members?

TYPES OF MEMBERS

32 State Offices of Rural Health

20 Primary Care Offices

9 Nonprofits

8 Primary Care Associations

3 Area Health Education Centers

2 Federal Agencies

1 Sovereign Nation



*Data from our FY17 Annual Member Survey

N=Member who is within an organization type; members can report as belonging to multiple organization types





Where do we reach?



Data from our FY17 Annual Member Survey
N=Member who works with that community type



Core Beliefs of 3RNet

- Process/teamwork are key – “Recruitmentention”
- Competition is fierce, therefore communication must be candidate oriented
- People/tools exist to help you recruit more effectively



Process/teamwork are key – “Recruitment”

- 3RNet Manual
 - 15 Steps
 - Over 130 pages
 - Examples
 - Fillable Forms
 - Implementable process





Manual 2016 - May 2018 bookmarks.pdf - Adobe Acrobat Pro

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Bookmarks

- Introduction
- Part One: Planning & Preparation
- Step 1: Assess Need for Primary Care Providers
- Step 2: Gain Support for the Recruitment Effort
- Step 3: Form a Recruitment Team
- Step 4: Define Your Opportunity
- Step 5: Define the Ideal Candidate
- Step 6: Develop a Recruitment Budget
- Part Two: Searching for Candidates
- Step 7: Generate Candidates
- Part Three: Screening Candidates
- Step 8: Interview Candidates
- Step 9: Conduct Credential Checks
- Step 10: Interview the Spouse
- Step 11: Check References
- Step 12: Conduct a Site Visit
- Part Four: Follow Up and Follow Through
- Step 13: Send a Follow Up Letter
- Step 14: Follow Up Negotiations
- Step 15: Develop & Implement a Retention Plan
- Part Five: Resources

Action Step **Lead Person** **Deadline**

3. Educate public on the recruitment effort and gain its support to help develop practice before provider is recruited.

4. Inform organizations about your opportunity for assistance in recruitment, promoting your opportunity or identifying recruitment/retention resources for your community.

Step 3: Form Recruitment/Retention Committee & assign roles (p. 33-39)

Action Step	Lead Person	Deadline
1. Recruiter		
2. Contact or Point Person		
3. Coordinator		
4. Candidate Interviewers		
5. Spouse Recruiter or Spouse Interviewer(s)		
6. Reference/Credential Reviewers		
7. Promotion Developer		
8. Site Visit Team		
9. Site Visit Hosts		
10. Contract Negotiator		

Step 4: Develop competitive compensation and benefit package: itemize, and place a dollar value on total package (p. 40-50)

Action Step **Lead Person** **Deadline**

1. Choose types of arrangements available. If income guarantee or salary, determine who can afford to provide the financial support.

2. Develop benefits package, place dollar amount on monetary-type benefits, list non-monetary perks.

3. Seek legal advice to determine if your package complies with state codes and is acceptable to the IRS and Office of the Inspector General, DHHS.

4. Develop practice profile.

5. Develop community profile.

6. Identify barriers to provider recruitment and retention.

7. Implement actions to address/minimize barriers.



Competition is fierce, therefore communication must be candidate oriented

- ‘Factors’ books
 - Why are certain facilities successful
 - Use factors identified by Community Apgar Project
 - Versions for CAHs, RHCs, CHCs



RHC Factors - May 2018.pdf (SECURED) - Adobe Acrobat Pro

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Bookmarks

- About 3RNet
- About this Training
- Geographic Factors
- Economic Factors
- Scope of Practice Factors
- Medical Support Factors
- Facility & Community Support Factors
- Conclusion

Spousal/Partner Satisfaction (education, work, general)

What does this factor mean?

Overall satisfaction of the spouse/partner in regard to local community living such as education, work, and in general.

Why is it important?

If a candidate has a spouse/partner, you are recruiting both of them to your community.

When considering possible practice locations, candidates typically heavily rely on input from their spouse/partner.

Rural communities can especially have difficulty with spousal satisfaction. In an urban area, there typically are a lot more options for the spouse/partner.

Example: Candidate is interested in practicing rural. Spouse/ Partner grew up in a metropolitan area and has a PhD in English.

Potential Facility/Community Advantages

If your community has many employment, education, and recreational opportunities for a candidate's spouse/partner, the candidate may view that as an advantage.

Example: Candidate is interested in your community, and you are able to showcase desirable housing, employment, and recreational options to the spouse/partner.

Potential Facility/Community Challenges

If your community lacks employment, education, and recreational opportunities for a candidate's spouse/partner, the candidate may view that as a challenge.

Example: Candidate is interested in your community, but spouse/partner works in marketing, and your community doesn't have any marketing firms.

Example: Candidate is interested in your community, spouse/partner doesn't need employment, but feels like he/she will be isolated and lonely while candidate is working.

Ideas for Solutions to Challenges

Treat recruitment of the spouse/partner as importantly as recruitment of the candidate.

Find ways to get the spouse/partner engaged in the community (volunteering, socializing).

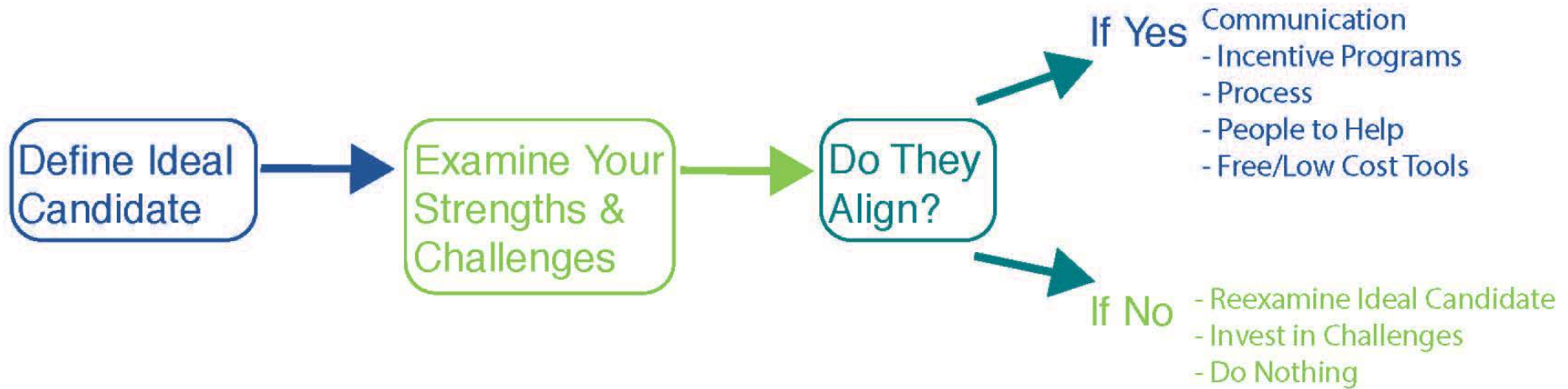
If your community lacks employment options for the spouse, find out if jobs are available regionally or via telecommute. Have monthly or biweekly gatherings for provider's spouses/ partners.

Summary

Spousal/Partner satisfaction is one of the most important factors when recruiting a candidate. Find out what the spouse/partner needs, and sell your community as much to the spouse/partner, as you do to the candidate (and make sure the spouse/partner gets involved in the community!).

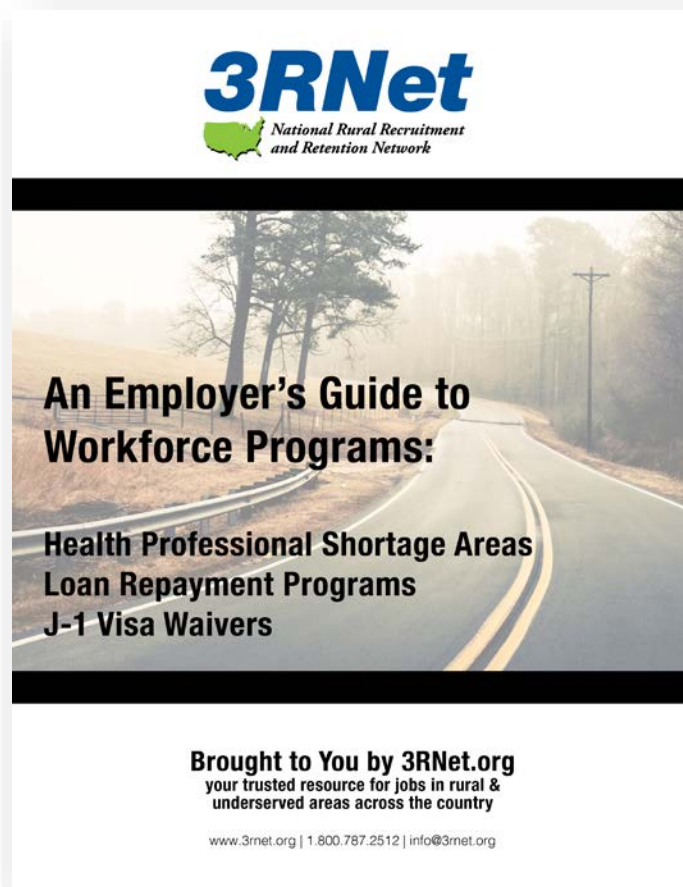
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People/tools exist to help you recruit more effectively

- Incentive Programs
- Recruitment for Retention Readiness Assessment
- 3RNet Academy
- Free and low cost tools
 - Social media, writing job postings, SEO...
- 3RNet, SORHs, PCOs, AHECs, PCAs,



Web Presence Overview

Search Results for Daniels Memorial Hospital:

- Currently a 1 star Google review
- Helpful links to Billings Clinic, and DMH Foundation Facebook

Other finds during overview:

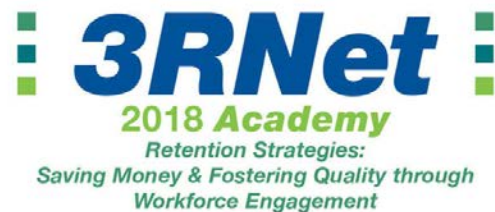
- City of Scobey has a website with business links, but nothing currently there
- Scobey Schools website features a lot of information, but design appears outdated
- In general, websites within the community could work better to link to one another to help increase traffic

Google search results for "daniels memorial hospital". The results show a 1-star Google review for Daniels Memorial Healthcare Center in Scobey, Montana. The review mentions that the facility is a 25-bed critical access hospital with rural health clinics and 24-hour emergency services. The review also mentions that the facility is located in Scobey, Montana, and that the facility is a 25-bed critical access hospital. The review also mentions that the facility is located in Scobey, Montana, and that the facility is a 25-bed critical access hospital.



3RNet Academy

- <http://academy.3rnet.org/>
 - Register for free (normally \$500)
 - Enter code “NOSORH” at checkout
- 2018 – focus on retention
 - Access to all materials covered, and previous two Academies
- Focused on employers
 - Check with state 3RNet member on sponsorship



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Thank you for your time today!

shimmens@3RNet.org

barclay@3RNet.org

800-787-2512

www.3RNet.org



Thanks to our Expert Presenters



Mark Barclay



Mike Shimmens

National Organization of
State Offices of Rural Health

Please complete the ***survey*** following this session. We appreciate your time and candor.

The survey should pop up as you exit the session.

Thanks so much!



Questions or Comments?

Thanks so much!
We appreciate your participation!

Tammy Norville
NOSORH Technical Assistance Director
Phone: 919.689.5110
Mobile: 919.215.0220 (including text)
Email: tammyn@nosorh.org

National Organization of
State Offices of Rural Health