The Evolving Role of SORHs in Workforce: Making a Real Impact in Your State Through Partnerships, Demonstrating Value, and Sustainability

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Director of Member Services
3RNet

www.3RNet.org
3RNet by the Numbers

- 54 Organizational Members
- 1,161,302 Page Views
- 51,822 Users
- 17 Associate Members
- 3,802 New Candidate Registrations
- 58,550 (and counting) Total Active Healthcare Professionals
- 103,273 Website Sessions
- 5,567 Jobs Posted
- 396 New Facility Registrations
- 6,785 (and counting) Total Registered Healthcare Facilities

This report reflects accomplishments from October 1, 2017 to September 30, 2018

- 2,594 Placements
  - Estimated Impact: $2.5 Billion
- 5,567 Job Postings
  - Estimated Impact: $1.7 Million

One mission: To ensure access to quality healthcare for rural and undeserved America
New 3RNet Education

- Self-actualization: desire to become the most that one can be
- Esteem: respect, self-esteem, status, recognition, strength, freedom
- Love and belonging: friendship, intimacy, family, sense of connection
- Safety needs: personal security, employment, resources, health, property
- Physiological needs: air, water, food, shelter, sleep, clothing, reproduction
Recruiting for Retention Hierarchy

- **Culture**: love for community, more than just a job, cookies on the doorstep
- **Regeneration**: teaching, grow your own, on-going training, succession planning
- **Strategic Marketing**: unique selling points, sourcing, website, social media, ads
- **Candidate Motivations**: compensation, scope of practice, loan repayment, practice support, family satisfaction
- **Recruiting Process**: teamwork, processes, stakeholder support, contracting
New 3RNet Website

- Automation
- Tracking
- Data
- Not one sized fits all membership
- Powered by 3RNet
- Privacy
### 10 Active Candidate Referrals

<table>
<thead>
<tr>
<th>Candidate Name</th>
<th>Referral Expiration</th>
<th>ID</th>
<th>Profession</th>
<th>Speciality</th>
<th>State</th>
<th>City</th>
<th>Internal Code</th>
<th>Posted</th>
<th>Updated</th>
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</thead>
<tbody>
<tr>
<td>irum iqbal</td>
<td>8/21/2019</td>
<td>51316</td>
<td>Physician</td>
<td>Family Medicine</td>
<td>North Dakota</td>
<td>Test</td>
<td></td>
<td>7/31/2019</td>
<td>7/31/2019</td>
</tr>
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<tr>
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<td>Morgan Clarkson</td>
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<td>Family Medicine</td>
<td>North Dakota</td>
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<td>51316</td>
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<td>Family Medicine</td>
<td>North Dakota</td>
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<td></td>
<td>7/31/2019</td>
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</tr>
<tr>
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<td>Test</td>
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</tbody>
</table>
Direct Recruitment Program

Washington provides recruitment services for providers that want to serve in rural and underserved areas statewide. We match providers with practice locations and communities, and aim for long-term retention.

Our primary recruitment focus areas are:
- Dentists
- Primary care physicians (ex: family medicine, general internal medicine, obstetrics, pediatrics and psychiatry)
- Physician assistants (PA-C)
- Nurse practitioners (ARNP)
- Masters level and higher behavioral health clinicians (LMHC, LICSW, LMFT, PsyD)

Registering for a free account with 3RNet through the Washington Health Workforce Gateway allows you to browse job postings and be contacted about the right opportunity for you. The Washington Health Workforce Gateway staff use 3RNet to manage the candidates interested in Washington. You can select only Washington, or additional states that interest you, when you register.

3RNet and its members will not share personal or identifiable information provided on this form with non-affiliated organizations. View our full privacy policy. To learn more about 3RNet, visit our frequently asked questions page. You can also visit 3RNet online to register for your free account.

Register

First Name *

Last Name *

Currently Resides in *

Phone Number

Visa Status *

Date Available *

Type of Healthcare Profession *

(MM/DD/YYYY format or click for calendar)

<< Select a Location >>

<< Select a Visa Status >>

<< Select a Profession >>
Browse Missouri Jobs Below!

Filter and Sort Your Results

Profession: << Any Profession >>

Sort By: Updated Date (Newest First)

Display: 20 Opportunities

Chief Medical Officer/Medical Director
8/15/2019
Clayton, Missouri
Seeking CMO.

VIEW DETAILS

Dentist
8/15/2019
Kansas City, Missouri
Seeking Dentist for community-based clinic.

VIEW DETAILS

Dentist
7/25/2019
Add Candidate

Using the form below you can add a new candidate to your "My Candidates." It is suggested for the best experience to look for the user within the 3RNet system first if possible.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of First Contact</td>
<td></td>
</tr>
<tr>
<td>How First Contacted</td>
<td>-- User-Defined List --</td>
</tr>
<tr>
<td>First Contact Notes</td>
<td></td>
</tr>
<tr>
<td>Source</td>
<td>-- User-Defined List --</td>
</tr>
<tr>
<td>Recruitment Status</td>
<td>-- User-Defined List --</td>
</tr>
<tr>
<td>Obligation Type</td>
<td>-- User-Defined List --</td>
</tr>
</tbody>
</table>

This form would be used for both "new" and "Copy to My Candidates" options. The user would be able to add/edit all fields and click save to enter this into their my candidates.

An edit form will work similarly to this

Yellow highlighted fields will auto-create an Interaction
Missouri 3RNet Monthly Impact Statement

January 2019

Jobs posted/updated
- total number of jobs added or updated last month

838

Jobs active
- total number of jobs active through yesterday (jobs are active six months)

846

Jobs viewed
- number of times your jobs were looked at last month

8284

Location page viewed
- number of times your location page and region pages were viewed last month

6788

Candidates logged in
- candidates who logged in last month

333

New candidates
- candidates who registered last month

378

Employers active
- logged in during last month

278

New employers
- employers that were approved last month

68

Referrals through 3RNet
- how many candidate referrals were sent to employers last month (e.g. one candidate is sent to ten employers = ten referrals)

33788

This impact made possible by:

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3RNet
National Rural Recruitment and Retention Network
www.3RNet.org
• [academy.3rnet.org](https://academy.3rnet.org/)
  • Click Register
  • Use code “NOSORH” at checkout
  • You will be emailed a password to access “Session Materials”
• Resources available
  • Manual
  • Factors Book
  • Recorded Academy sessions
  • Much more…
Discussion

• From the prospective of the facilities your SORH serves, what is their biggest workforce need?
• Should SORHs have recruiters?
• What is a SORH’s role?
  • Recruitment/Retention
  • Trusted Resource
  • Training
  • Continuing Education
• What’s the ideal model?
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