



Welcome!

Rural Recruitment Innovations through Partnerships & Collaboration

Monthly Webinar Series

June 14, 2016

2pm Eastern



STAR²CENTER
SOLUTIONS TRAINING AND ASSISTANCE
FOR RECRUITMENT & RETENTION





STAR² Center

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Get social!
#ACUchat
@ACUnderserved



We are Recording

Handouts available now in Control Panel

Ask Questions

The speakers await you in the Questions Box!

Have fun

Get in touch with us if you have any problems





Nathalie Preptit

**Director of Outreach Services and Partner Engagement
Tennessee Rural Partnership**



Tennessee Rural Partnership

Connecting Clinicians with Communities

Rural Recruitment Innovations Through Partnerships and Collaboration

Our Mission :

Maximize access to primary care in rural and underserved areas of Tennessee.

Poll Question



True/False: I have the proper tools and resources to recruit primary care providers to my practice.



- **Private, Non-Profit**
 - **Est. 2006**
 - **Services are Free to Both Candidates and Communities**
 - **2012 Subsidiary of Tennessee Hospital Association**
-
- **Healthcare Workforce Network Partner with TPCA**
 - Recruitment & Retention
 - Education & Awareness
 - Community Connection & Support

Building Partnerships and Networks

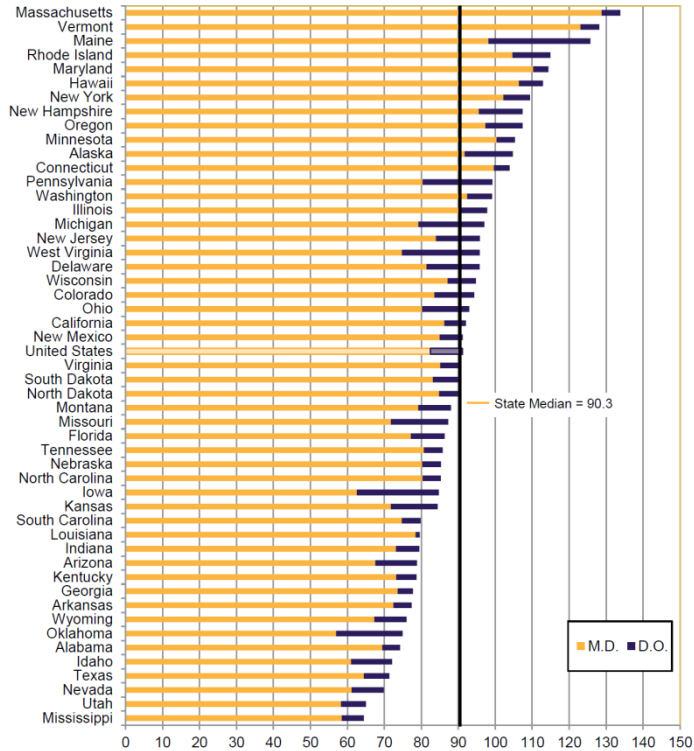
- Expanding access to primary care in rural and underserved communities can't be done by one organization alone.
- Our network is an integrated vertical structure comprised of medical schools, hospitals, rural health clinics, community health centers, private medical practices, community-based organizations, the Tennessee Department of Health and other interested stakeholders, such as the Rural Health Association of Tennessee (RHAT), the Tennessee Primary Care Association (TPCA) and Tennessee Hospital Association (THA).
- We are open to expanding our workforce network with partners who support our mission.



Physician Shortage

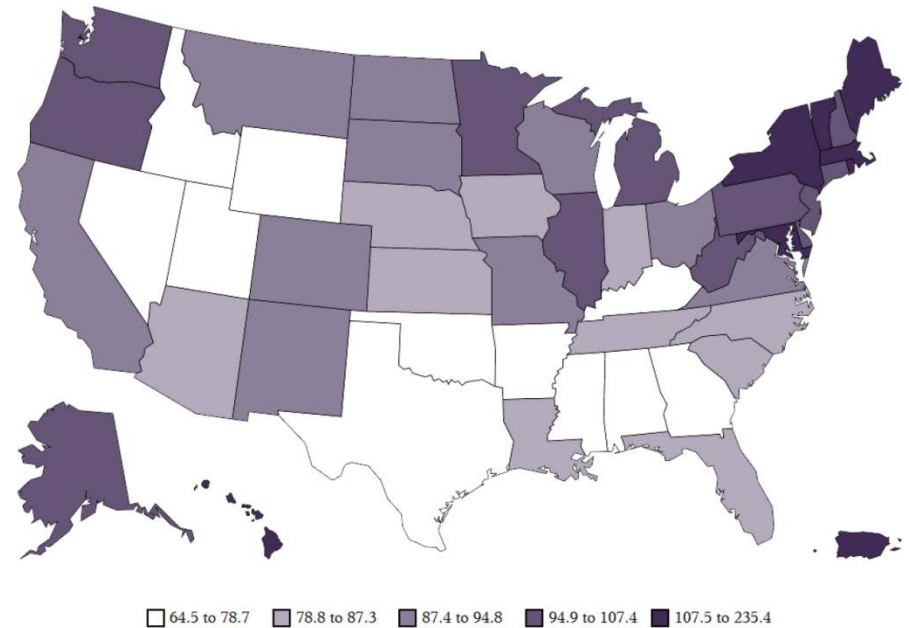
3. Active Primary Care Physicians per 100,000 Population by Degree Type, 2014

Figure 1.3. Active Primary Care Physicians per 100,000 Population by Degree Type, 2014



Sources: July 1, 2014, population estimates are from the U.S. Census Bureau (Release date: December 2014). Physician data are from the 2015 AMA Physician Masterfile (December 31, 2014). Physicians whose school type was unavailable (n=16) are excluded.

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Physician Shortage

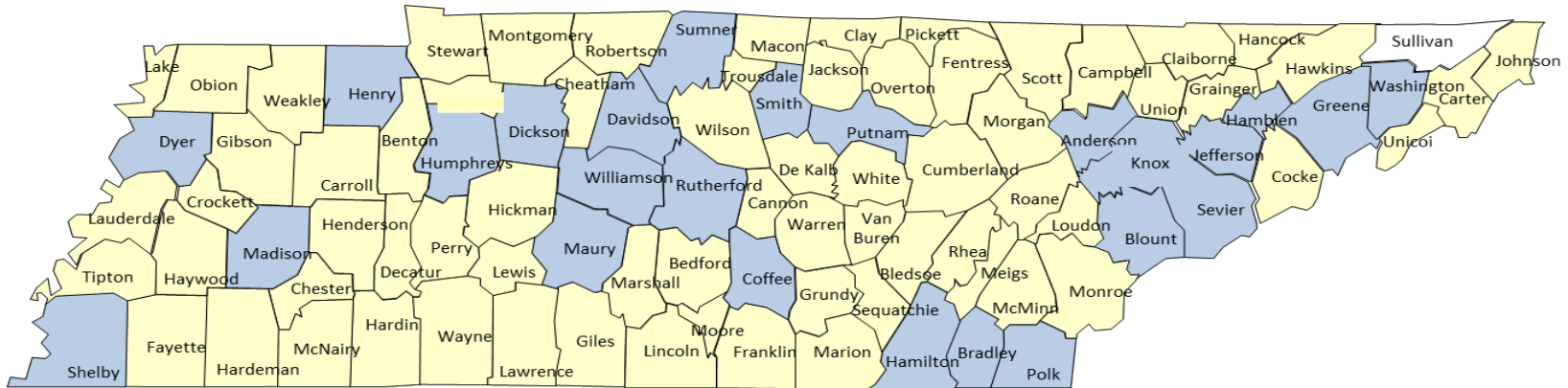


Federally Designated Primary Shortage Areas, 2013

Physician Shortages in TN

Medically Underserved Areas (MUAs)/Medically Underserved Populations (MUPs)

 Health Professional Shortage Areas, May, 2014



Whole County MUA
Partial County MUA

- **For every Family Medicine/ General Practice provider there are 3,059 patients**
- **For every Psychiatric provider there are 11,801 patients**
- **For every Obstetrics & Gynecology provider there are 7,732 patients**



For Practices:

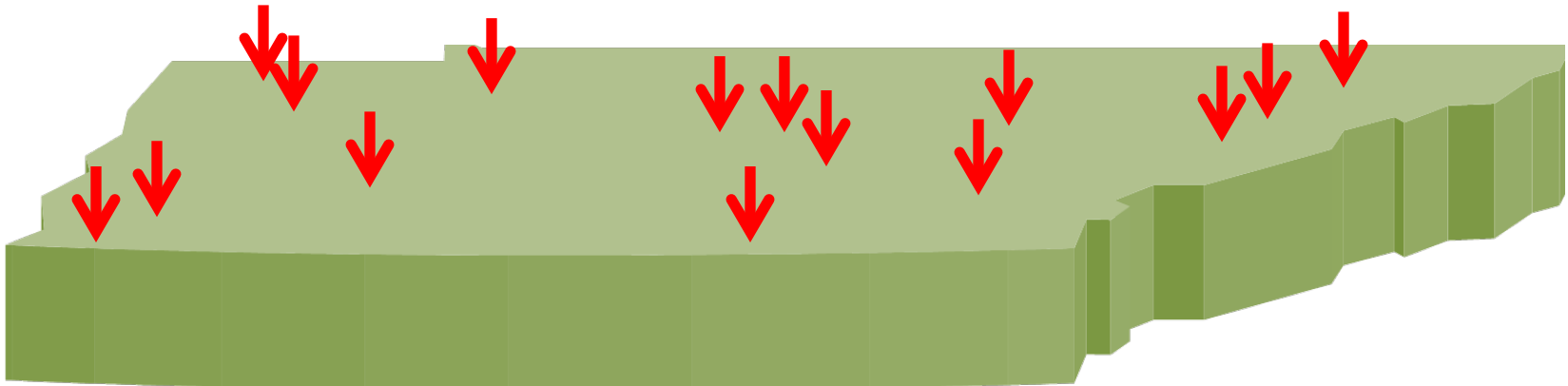
- Free Primary Care Candidate Sourcing
- Share Practice Opportunities with Medical Residents, Students, NPs & PAs
- Community Practice Incentive

For Primary Care Clinicians:

- Database of Available Opportunities
- Stipends & Incentives
- Rural Rotations
- Webinars & Presentations on Rural Healthcare



Actively Engaged in Building Relationships with Communities Throughout the State





We work to establish personal relationships with communities across Tennessee, to ensure quality job opportunities.

Poll Question



How do you recruit for primary care providers?



Academic Visits



Rural Exposure



Exhibits

The key to TRP's success lies in our unyielding manner in how we build we relationships and the services we provide...

We go to where the potential providers are!



TRP Rural Rotations

Provides health profession students with community-oriented, primary-care rotations in medically underserved areas

****Application Available on TRP's website****

Comments from his rural rotation:

“The most rewarding aspects of practicing in a rural area were the closer relationships with patients and the broader scope of practice. There was never a dull moment.

Dr. Iliia operated an outpatient clinic, performed a plethora of procedures, did inpatient medicine, emergency room work and cared for nursing home patients. Surprisingly, this was exactly how I intended to practice medicine and so I decided to pursue rural medicine.”





CHEERS

The CHEERS Program provides rotations to the following student disciplines:

- masters-level nursing students
- medical students
- physician assistant students



Tennessee Rural Partnership
Connecting Clinicians with Communities

Rural Exposure



- 116 Placements
- 43 Placed in Community Health Centers
- 54 Counties
- 67% Original
- **83% remaining Rural**





Program Description

- To enable rural communities to offer monetary incentives to established primary care physicians

Site eligibility

- Job opportunity entered in TRP's database
- Recruiting physician more than 2 years or immediate need
- Site & physician must take TennCare patients

Provider eligibility

- Board certified primary care physician in practice 5 years or longer
- Must practice full-time
- Agree to practice at facility at least 2 years
- TN permanent unrestricted medical license



Tennessee Rural Partnership Resident's Stipend Program

Eligibility	<p>U.S. Citizen (born or naturalized) or U.S. National</p> <ul style="list-style-type: none"> • Primary care physician in a TN residency program • Physicians with TN affiliations in out-of-state primary care residency programs who are interested in practicing in TN
Tax Liability	Taxable income
Where you Can Serve	<ul style="list-style-type: none"> • TRP approved practice location in a rural and/or underserved area • No HPSA Requirement
Award Amount	\$35,000 per year 3 Year Min/4 Year Max

NP/PA Incentive Program

Eligibility	<p>First-year nurse practitioner <u>students or</u> <u>First-year physician assistant student</u> in an accredited Tennessee program. Out-of-state nurse practitioner students may be accepted by exception.</p>
Tax Liability	Taxable Income
Process	<ol style="list-style-type: none"> 1. Complete rural rotation (up to \$7,500) 2. Practice at TRP-approved rural site for 1-yr (up to \$7,500) 3. Remain at practice site for 2nd yr (\$10,000 at year end)
Award Amount	Maximum possible - \$25,000

Tennessee State Loan Repayment Program

Eligibility	U.S. Citizen (born or naturalized) or U.S. National <ul style="list-style-type: none"> • Qualified primary care practitioners
Tax Liability	Not Taxable
Where you Can Serve	<ul style="list-style-type: none"> ▪ Qualifying ambulatory public or non-profit primary care facilities ▪ Must be located in designated HPSAs
Initial Award Amount	2 Years Full-Time: up to \$50,000

NHSC Loan Repayment Program

Eligibility	U.S. Citizen (born or naturalized) or U.S. National <ul style="list-style-type: none"> • Licensed health care providers in the specialties of primary care, dental, or mental/behavioral health
Tax Liability	Not Taxable
Where you Can Serve	NHSC-approved sites in HPSAs
Initial Award Amount HPSA 14+	2 Years Full-Time: up to \$50,000 2 Years Half-Time: up to \$25,000
Initial Award Amount HPSA 0-13	2 Years Full-Time: up to \$30,000 2 Years Half-Time: up to \$15,000

State Partnerships



- Monthly Workforce Meetings to discuss areas of need
- Active partnership in recruiting primary care providers to rural TN
- State Organizational member of **3RNET**

State Partnerships



- CHEERS rural rotations program
- Participation in annual conference and events
- Education Outreach to Membership
- Provide candidate sourcing
- TRP Board representation

Poll Question



True/False: I am actively engaged with my Primary Care Association.



- TRP Board Representation
- Outreach to medical student members and providers already in practice
- Exhibit at state and national conference





TRP HOSA Symposia



Poll Question



True/False: I partner with other entities in my state and nationwide to help me with my recruitment needs.

Highlights and Challenges

Highlights

- Building Trusted Relationships
- Provide Educational Tools
- Direct Feedback
- Development of strong pipeline
- Providing new resources
- Strong collaboration efforts

Challenges

- Communication Breakdown
- Strained Resources
- Scheduling
- Limited financial resources
- Differing view points
- Not enough hours in the day

Questions and Answers



Tennessee Rural Partnership

Connecting Clinicians with Communities

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Thank you

Stay in touch!

www.chcworkforce.org