

**3RNet Factors to Market Your CHC
Worksheet
May 14, 2016**

For each category:

1. Circle the Factor that you think would be your CHC's Unique Selling Point (USP) or best strength? Write a brief description.
2. Place an X next to the Factor that you think would be your CHC's biggest opportunity. Write a brief description of your challenge. We will discuss solutions.

I. **Geographic Factors**

1. Access to larger community
2. Demographics: Underserved/Payor mix
3. Housing (availability and/or affordability)
4. Schools
5. Social networking
6. Recreational opportunities
7. Spousal satisfaction
8. Shopping and other services
9. Climate
10. Perception of community

USP/Strength:

Opportunity:

II. Economic Factors

11. Part-time opportunities
12. Loan repayment
13. Salary (amount)
14. Signing bonus/Moving allowance
15. Length of contract flexibility
16. Perceived fiscal stability
17. Production incentive
18. Retirement package
19. CME benefit
20. Competition

USP/Strength:

Opportunity:

III. Scope of Practice Factors

21. Obstetrics: Prenatal care
22. Obstetrics: Deliveries / C-section
23. Inpatient care
24. Emergency / Stabilization care
25. Minor trauma (casting/suturing)
26. Office GYN procedures
27. Mental health
28. Mid-level supervision
29. Teaching
30. Administration

USP/Strength:

Opportunity:

IV. Medical Support Factors

- 31. Perception of quality
- 32. Stability of physician workforce
- 33. Specialist availability
- 34. Nursing workforce
- 35. Mid-level provider workforce
- 36. Ancillary staff workforce
- 37. Pharmacy services
- 38. Allied mental health workforce
- 39. Language services support
- 40. Call/practice coverage

USP/Strength:

Opportunity:

V. Hospital and Community Support Factors

- 41. Physical plant and equipment
- 42. Plans for capital investment
- 43. Electronic medical records (EMR)
- 44. CHC leadership
- 45. Televideo support
- 46. Community need/support of physician
- 47. Welcome and recruitment program
- 48. Medical reference resources
- 49. Delegated physician patient services
- 50. Moonlighting opportunities

USP/Strength:

Opportunity:
