



PCA/HCCN PROFESSIONAL DEVELOPMENT SERIES

ALIGNING RECRUITMENT & RETENTION TTA STRATEGIES

FEBRUARY 2020, 2020

2 P.M. EASTERN

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HELLO!

Suzanne Speer
Director,
Workforce Development



ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED

Recruitment & Retention

National
Health
Service
Corps

Resources

Training

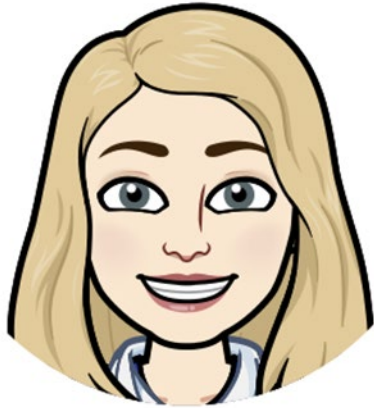
Networking

EVERYTHING CLINICIAN RECRUITMENT & RETENTION

Solutions, Training, and Assistance for Recruitment and Retention (STAR² Center)

www.chcworkforce.org

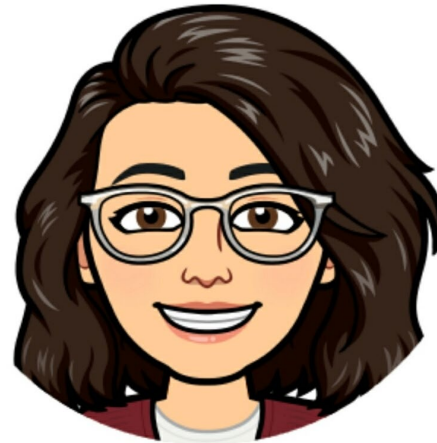
ACU FACULTY



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GOALS OF SERIES

Help build your workforce expertise



Share PCA & HCCN Successes



Connect you with others

WEBINAR HOUSEKEEPING

We are
Recording

Ask Questions

Session &
Series
Evaluations

Have Fun

- Questions?

- Use the chat and questions boxes
- Email mblake@clinicians.org

Select "All panelists and attendees"
before sending your chat to the group



Use the Q&A box to share
questions directly with the
presenting team

OBJECTIVES FOR TODAY

1. Understand the importance of incorporating best practices for recruitment in your retention TTA efforts
2. Identify best practices for recruitment that lead to retention
3. Hear from a PCA expert!

POLL QUESTION I

When you think about retention, does recruitment also come to mind?

- A. Yes, absolutely!
- B. Kinda sorta
- C. Not really
- D. No, not at all

QUESTION

When it comes to retention TTA, what words come to mind?

Use the chat box to respond.



ALIGNING RECRUITMENT & RETENTION TTA STRATEGIES

LINK BETWEEN RECRUITMENT AND RETENTION



Image by Tumisu on Pixabay

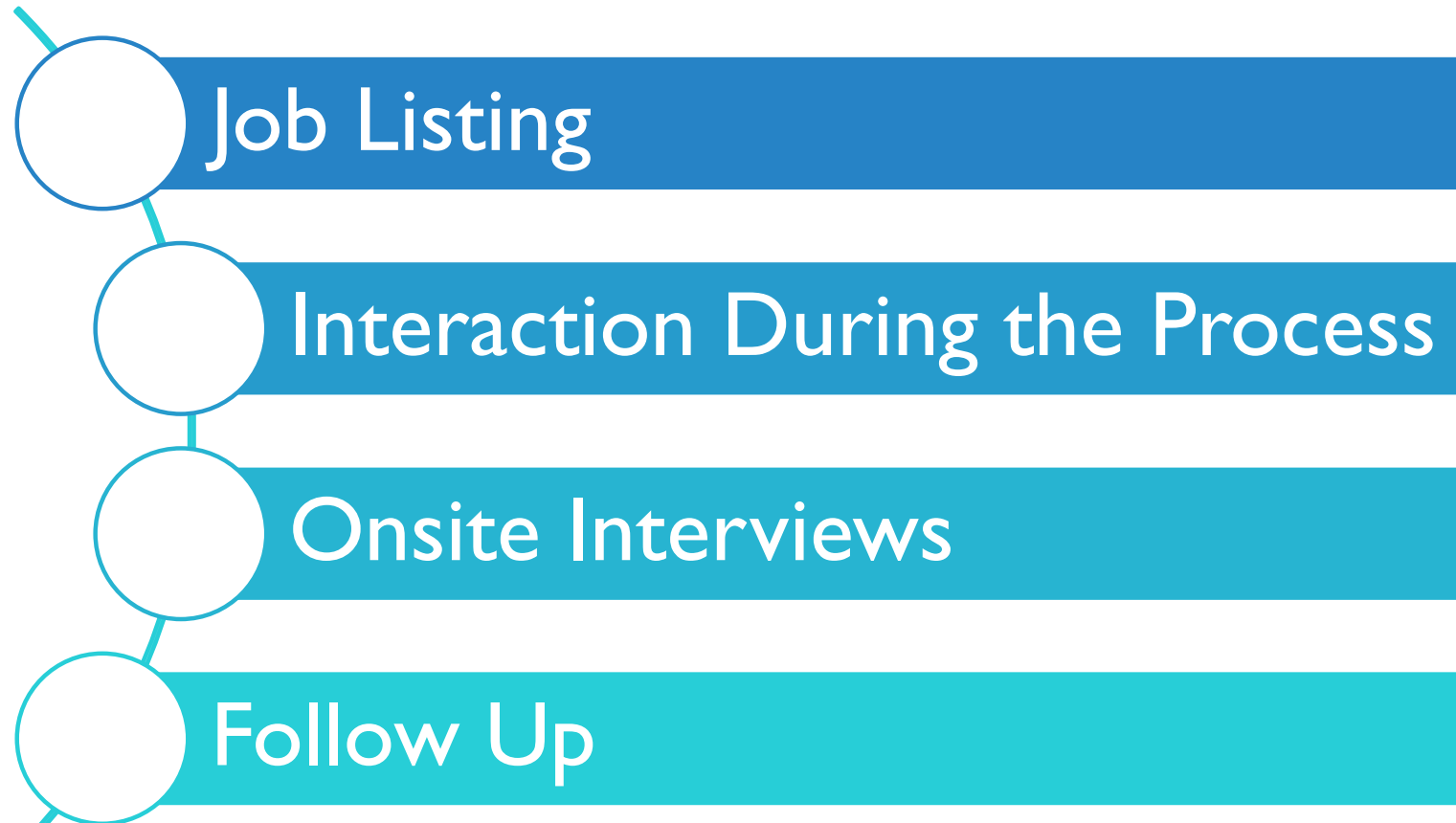


Retention

Recruitment



RETENTION STARTS DURING THE RECRUITMENT PROCESS



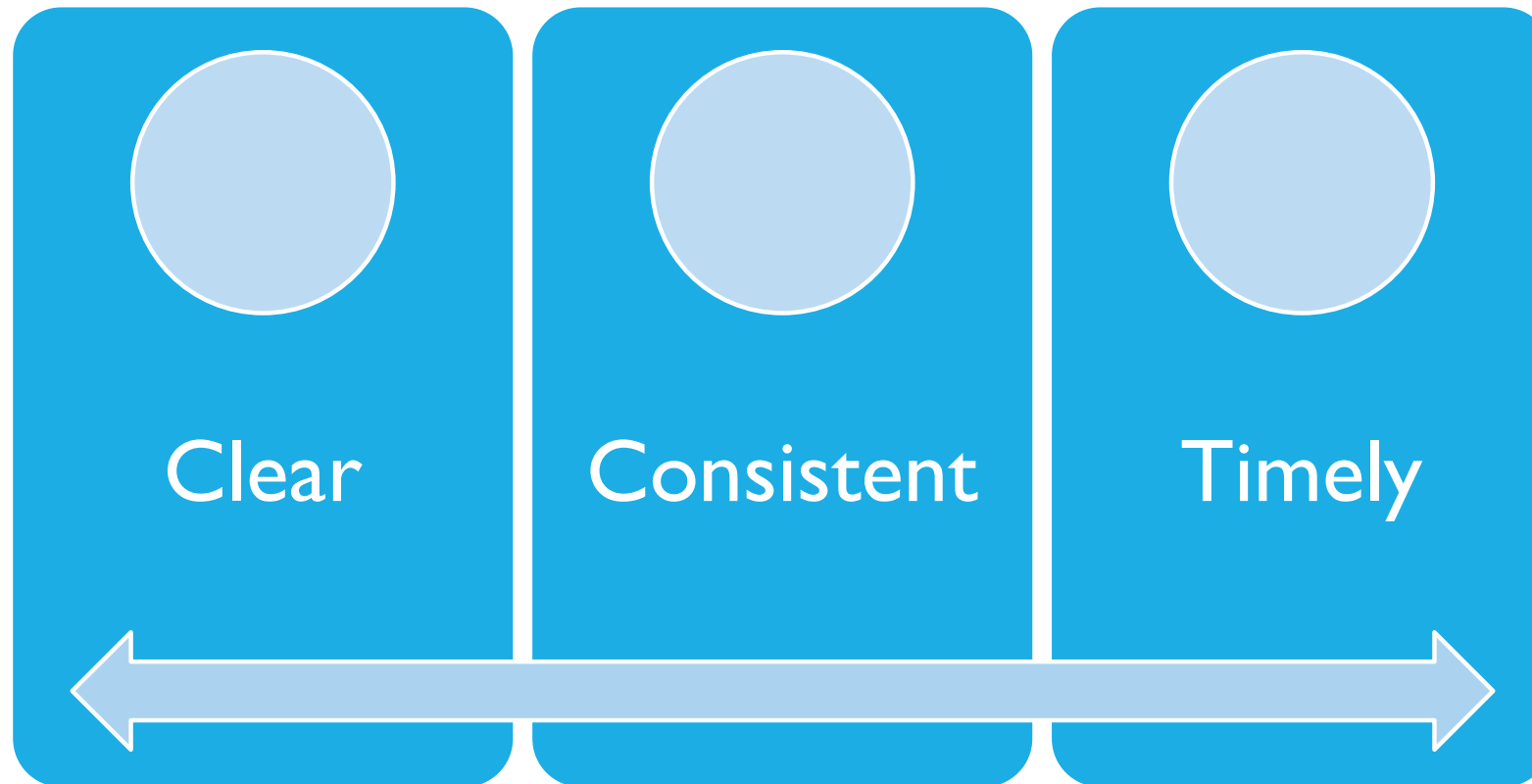
JOB LISTING

Clear/Concise

Contains
Pertinent
Information

Ease of
applying

INTERACTION DURING THE RECRUITMENT/INTERVIEW PROCESS



ONSITE INTERVIEWS

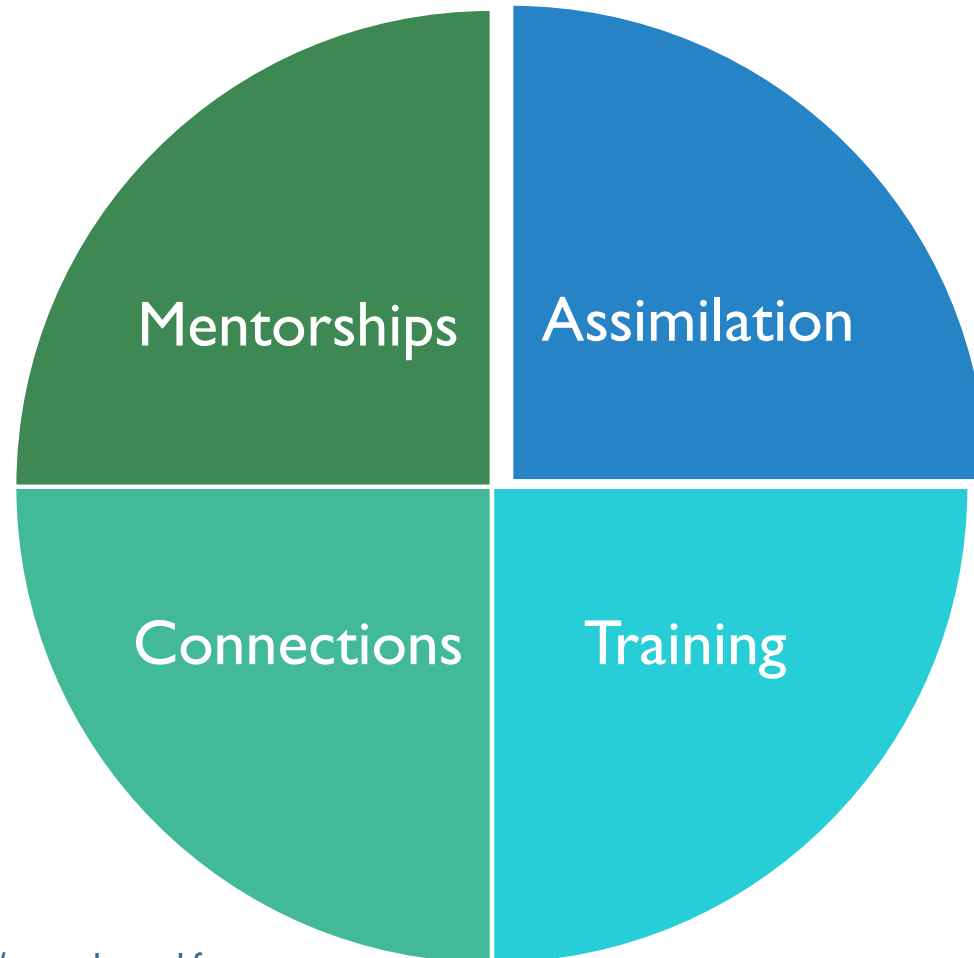
All relevant
parties
involved

Allow time
to meet
staff

Interact
with the
community

Allow
ample time
to make
the
decision

POSITIVE ONBOARDING EXPERIENCE AFFECTS RETENTION



QUESTION

When it comes to recruitment TTA, what do you want to explore more after this session?

Use the chat box to respond.



HEAR IT FROM A PCA

GUEST “EXPERT”

Judd Mellinger-Blouch, MPA, FASPR

Director of Pennsylvania Primary Care Career Center

Pennsylvania Association of Community Health Centers

RECRUITING FOR RETENTION HIERARCHY (STOLEN FROM 3RNET)



RECRUITING PROCESS

Action steps

- Develop a Recruitment AND Retention Plan
- Document roles and responsibilities
- Involve Staff / Community/ Board of Directors

Key Resources – AAPPR, 3RNet Recruiting for Retention Manual and Academy, STAR² Center

CANDIDATE MOTIVATIONS

Action steps

- Tirelessly integrate candidate/family into community
- Find relevant compensation surveys
- Fully engage incentive programs – NHSC, loan repayment, J-1 Visa Waiver
- Identify/track/foster local providers

Key Resources – Surveys by recruiting firms, 3RNet Factors book, Employer's Guide

STRATEGIC MARKETING

- Action steps
 - Determine ideal candidates, identify their preferences
 - Write candidate-driven job postings and materials
 - Leverage free and low-cost options for marketing
 - Use resources like 3RNet, ACU and NHSC

Key Resources – PCA / PCO / SORH, 3RNet.org,
National Health Service Corps Connector, 3RNet's
Free and Low Cost Resource Guide

REGENERATION

Action steps

- Rotations – Rotations – Rotations
- Ensure retention strategies are implemented and reviewed
- Connect with your local Area Health Ed Center (AHEC)
- Partnerships with training & education programs

Key Resources – Peer Groups, 3RNet Academy, NIMAA, AAPPR Onboarding Interest Group

CULTURE

Action steps

- Your most powerful recruiting tool? Community engagement
- Use real stories from real people
- Create feeling of belonging, service, and fulfillment
- Ceaselessly reinforce your core values

Key Resources – community members, corner café, local bank, schools

STAR² CENTER RESOURCES

■ Recruitment and Retention Plan



- Template
- Instructions
- Action Plan

Image by isuru parabath on Pixabay

SUMMARY

Recruitment and retention are inherently linked

A smooth recruitment process is important in overall employee retention

Candidate motivations, strategic motivations and culture can also impact retention

QUESTIONS?



WORKFORCE TTA SELF-ASSESSMENT

- Complete the worksheet that evaluates the 8 Core Components of a Robust Workforce TTA Program
 - Preparation for the release of the full tool

MOVING FORWARD

- In-Person Meeting Registration coming soon!
 - May 19-20 in Sacramento, CA
- Send us your questions/needs
- Connect with each other via email and IWS platform

NEXT SESSION

March 19, 2020

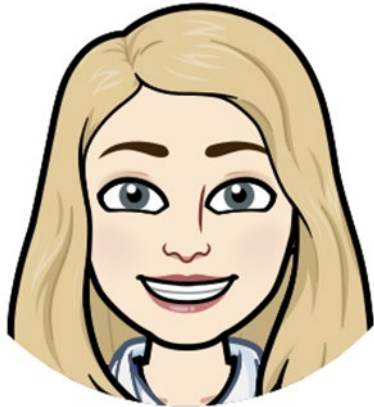
2:00 pm ET

Incorporating Staff Experience Into TTA Programs

Please complete the session evaluation.

Thank you!

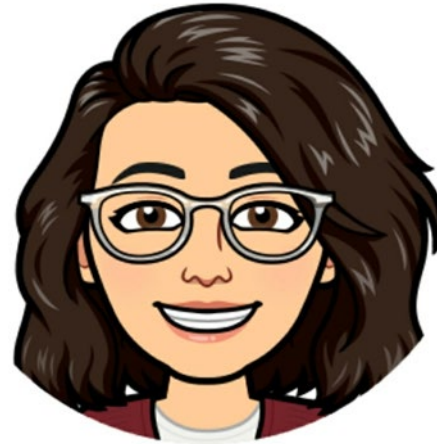
STAY IN TOUCH!



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THANK YOU!