PCA/HCCN PROFESSIONAL DEVELOPMENT SERIES

ALIGNING RECRUITMENT & RETENTION TTA STRATEGIES

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2 P.M. EASTERN

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http://www.chcworkforce.org
HELLO!

Suzanne Speer
Director,
Workforce Development

http://www.chcworkforce.org
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
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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 1

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
- Interaction During the Process
- Onsite Interviews
- Follow Up

http://www.chcworkforce.org
JOB LISTING

Clear/Concise
Contains Pertinent Information
Ease of applying
INTERACTION DURING THE RECRUITMENT/INTERVIEW PROCESS

Clear  Consistent  Timely
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

- Mentorships
- Assimilation
- Connections
- Training
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
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)

- **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

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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
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
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!