



Recruitment & Retention of Specific Populations Webinar Series

Session 1: Veterans

Rodney Hummer, Vice President of Strategy, Missouri Primary Care Association
Thursday, October 13

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A NEW MISSION,
RECRUITING AND RETAINING
VETERANS
IN
COMMUNITY HEALTH CENTERS

THURSDAY, OCTOBER 13TH, 2022

RODNEY HUMMER, MISSOURI PRIMARY CARE ASSOCIATION



LEARNING OBJECTIVES

- Identify various aspects of military and veteran culture, including mission and service orientation.
- Consider how to emphasize the critical role mission plays in health center operations to show alignment with veteran's past experiences.
- Understand promising practices to improve recruitment and retention of veteran employees.

menti.com
7913 6320

1. Have you served in the Armed Forces?
2. Does your health center actively recruit veterans?



MILITARY/VETERAN CULTURE

- Rod's story.
- Why the military?
- Training experience.
- Traits learned.



MILITARY/VETERAN CULTURE (CONT)

- Military training/culture that aligns with CHC Mission.
- Highly trained
- Sense of community
- Rapidly adjust to adapt to new mission
- Diverse countries with multiple languages.
- Different cultures with varying degrees of health literacy.
- Experts at mobility.
- Encountered distrust for military and government
- Humanitarian relief
- New Madrid TTX, “Operation Purple Heart”.

A SHARED MISSION MILITARY/CHCS

- NACHC, CHI conference, after hours veteran discussion
 - Sense of belonging
 - Sense of purpose
 - Sense of mission
- Shared values of not-for-profit CHCs and the military.
- Leaving the military, the need for a new focus and ***A New Mission.***
- Bob's story.



175
YEARS

St. Joseph News-Press

MAYOR: 'STAY HOME'

City announces 2 confirmed cases of COVID-19 within community

By BRENDAN WELCH
News-Press NOW

The city of St. Joseph announced two confirmed positive cases of COVID-19 in the community Friday.

At a press conference Friday afternoon, St. Joseph Health Department Director Debra Bradley confirmed that two tests of residents in Buchanan



Area man reveals illness

Cameron, Missouri, resident diagnosed with COVID-19 experiencing mild symptoms

By CLAYTON ANDERSON
News-Press NOW

The man announced as Northwest Missouri's first positive case of COVID-19 last Sunday is talking about his experience with the illness.

Cory Brown, a 43-year-old from Cameron, Missouri, tested positive in Clinton County. He said his journey started last week with a low-grade fever.

Brown had been commuting to North Kansas City for work. He said that he had experienced fever symptoms early on the morning of March 19 and



Photo courtesy Cory Brown

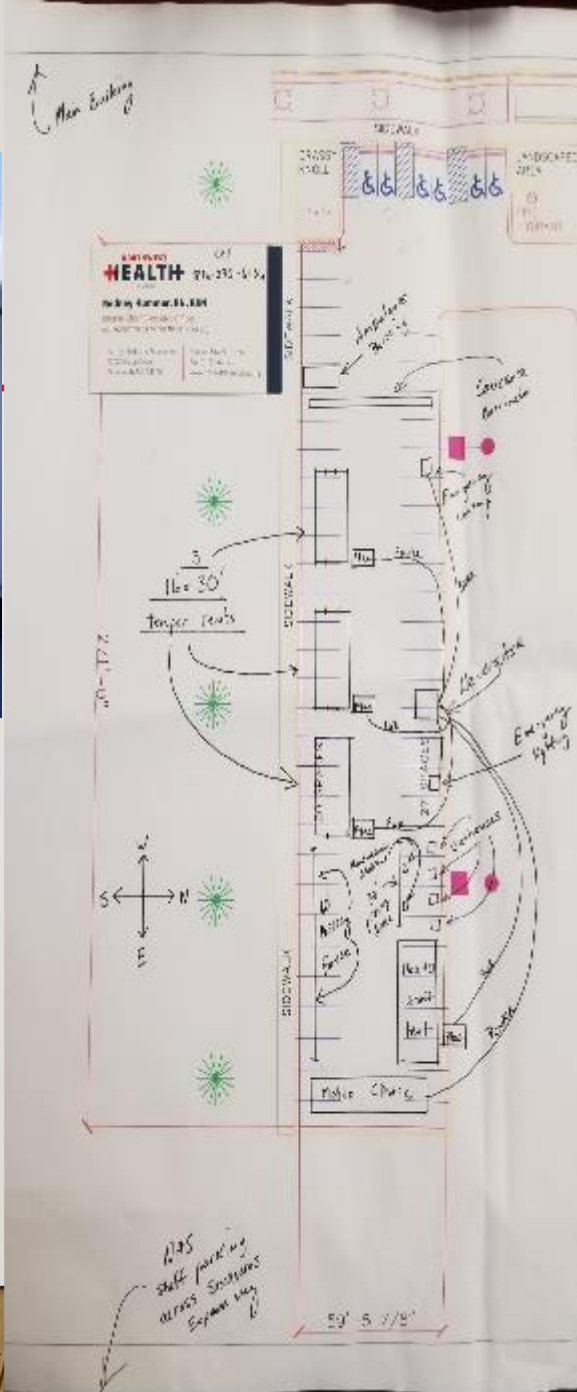
Cory Brown received a positive COVID-19 test Sunday from the Clinton County Health Department.

➤ Former Western student speaks about his mother who's a nurse, which has contracted COVID-19.

“You can imagine there's a period of time before you're symptomatic, that you could have this virus. When you stop and think about all the places you go and all the people that you come in contact with on a daily basis, there are a lot of folks.

— CORY BROWN,
Cameron, Missouri, resident

tested. Brown said that he believes he was chosen to be tested because of a



A group of healthcare workers, likely members of a Community Health Center (CHC), are posed for a group photo. They are wearing full personal protective equipment (PPE), including white gowns, face shields, and masks. Some are wearing blue scrubs, while others are in red shirts. They are standing in front of a large, light-colored mobile unit, possibly a mobile health clinic. The background shows a clear sky and some trees.

A SHARED MISSION MILITARY/CHCS

- **Military training/culture that aligns with health centers.**
 - Highly trained. CHC have Drs/nurses/dentists/psychiatrists/pharmacists
 - Sense of community. Its in our name, we are the boots on the ground.
 - Rapidly adjust to adapt to new mission. Pandemic/telehealth/opioid crisis/behavioral health crisis.
 - Diverse countries with multiple languages. During testing, experienced 20 different languages. Use of interpreters daily, Ukrainian population.
 - Different cultures with varying degrees of health literacy. One of our core missions.
 - Experts at mobility: mobile units, flood response, testing/vaccinating, health fairs/community events.
 - Levels of distrust for the military and government: vaccinations/receiving government funding/plain community.
 - Humanitarian relief: refugees/flooding/hurricanes/tornadoes/pandemic
 - New Madrid TTX. PCA/FQHCs involvement

RECRUITING AND RETAINING VETERANS

- **Build your health center culture, focusing on serving underserved populations and underserved communities, this resonates with veterans and mission centered staff.**
- “No money no mission”, in today's workforce, **“No Mission, No Money”**. Incorporate “The mission sandwich”.
- Develop a culture of appreciation for staff who are veterans, veteran pts, and a strategic plan to recruit new employees who are veterans.
- Identify a veteran staff member to be the POC for veteran related issues.
- Prioritize best practices: Change “Are you a Veteran?” to “Have you ever served in the military?”
- Connect/volunteer at your local military base: Air Shows, Family Day etc.
- Thank you cards to service members on Veterans Day.
- Participate in/coordinate veteran resource fairs.VET2VET
- Steve's story:



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Chief Executive Officer
U.S. Army



Krikor Partamian, M.D.
Chief Medical Officer
U.S. Air Force



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Rodney Hummer
Director of Development
U.S. Air Force



Rachel DeJode
Medical Asst.
U.S. Air Force



Heather Miller
Recruiting & Onboarding
U.S. Air Force

Not pictured Mark Wick, DDS (U.S. Army), Mark Scates, Senior Director of Clinical Operations (U.S. Air Force), Christian Tanner, Family Nurse Practitioner (U.S. Air Force).

RECRUITING AND RETAINING VETERANS (CONT)

- Partnering with local VFW/American Legions/Veteran Nursing Homes. (Pay for staff veterans' AL membership.)
- Connect with their VSO (Veteran Service Officers)
- Host a 5k run, proceeds go to the American Legion Post.
- Have a staff member report on medical updates at monthly AL meetings.
- Presentations on sliding fee and 340b for vets that don't have health insurance.



Paul P. Shutts Post 121

Invites you to our annual ladies night on
Tuesday, June 14th, 2016 at 6:00

American Legion Building

\$5.00 per person

There will be a presentation by
Rodney Hummer, manager

Northwest Health

Please RSVP by June 10th to

Larry Russell at 816-387-1671



We hope to see you there!

RECRUITING AND RETAINING VETERANS (CONT)

- Ruck Between Rivers
- You can be a “Brad”
- Investigate “Skillbridge” program
- Consider participating in the “Hire Vets Medallion Program”
- Advocacy to allow combat medics to test out as LPNs, like in MO.
- Contract to provide “Community Care”, promote widely.
- Ben’s ask “You were prior military, weren’t you? You will love the CHC world, join our board”



ARE YOU A VETERAN?



FQHC'S SERVE OVER 300,000 VETERANS NATIONWIDE

VETERANS CHOICE PROGRAM
Offering Medical, Dental & Behavioral Health Services to Our Veterans

NORTHWEST HEALTH SERVICES

THANK YOU FOR SUPPORTING OUR VETERANS

RHUMMER@MO-PCA.ORG

*Filling highly trained/needed
positions with veterans is a strategic
best practice.*

*However, the bigger play is the
creation of:*

A NEW MISSION



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FEATURED RESOURCES:

VETERANS

1. Veterans related technical assistance publications on the Health Center Resource Clearinghouse www.healthcenterinfo.org/results/?Combined=Veterans
 - a. Specifically, Mr. Hummer's story is included in our 2022 "Serving Veterans in Health Centers: A Compendium of Success Stories" www.healthcenterinfo.org/details/?id=2112
2. NACHC's Serving Veterans Interest Group: www.nachc.org/health-center-issues/special-populations/veterans
 - a. Join by emailing trainnigs@nachc.org



STAR² CENTER RESOURCES

- [Recruitment & Retention Self-Assessment Tool](#) (Newly updated!)
- [Recruitment & Retention Plan](#) (Newly updated!)
- [Pay Equity Checklist](#)
- [MA/DA Retention Paper](#)
- [Financial Assessment Tool](#) (Updates coming this Winter)
- [Building an Inclusive Organization Toolkit](#)

[You can find all of the STAR² Center's free resources here](#)

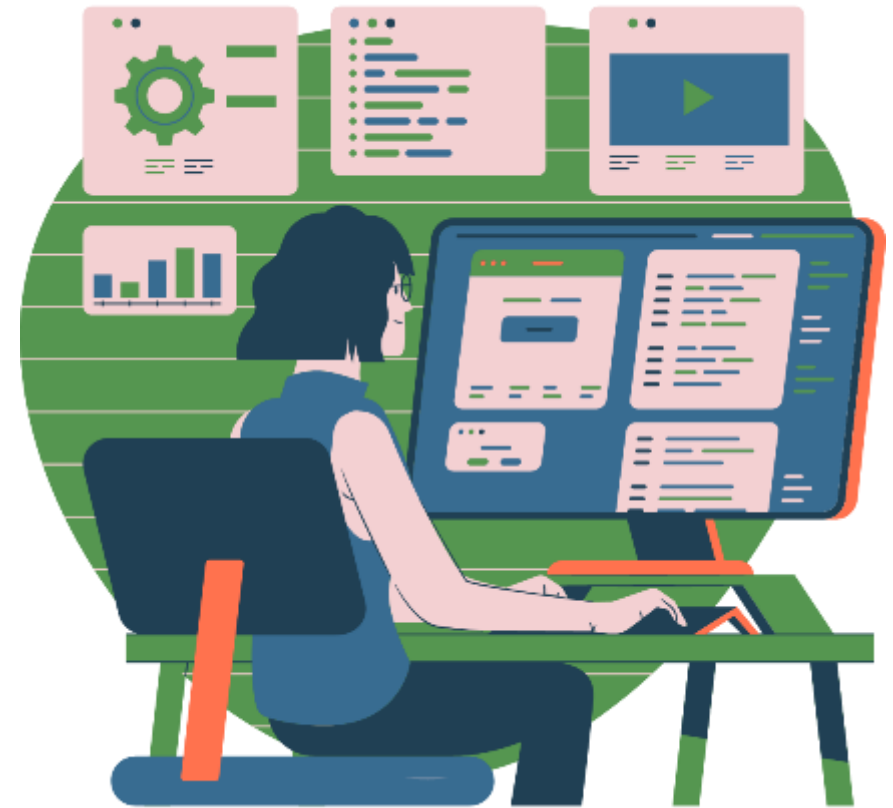
[Sign up for our newsletter here for new resources, trainings, and updates.](#)

Thank you!

Join us for the next session: R&R of LGBTQIA+ Folks!

Monday, October 24, 3:00-4:00PM ET

chcworkforce.org/training



QUESTIONS



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<https://chcworkforce.elearning247.com>

And the STAR² Center's Podcast Series, STAR² Center Talks Workforce Success:

https://chcworkforce.org/web_links/star%c2%b2-center-chats-with-workforce-leaders



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