



Rural Healthcare Workforce

Association of Clinicians for the Underserved (ACU) STAR² Center

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Access to Care & Clinician Support

Recruitment & Retention

National
Health
Service Corps

Resources

Training

Networking

www.clinicians.org

- National Cooperative Agreement awarded in 2014
- Funded by the Bureau of Primary Healthcare (BPHC) and Health Resources and Services Administration (HRSA)
- One of 22 National Training and Technical Assistance Partners (NTTAPs)
- Produces **FREE** Resources, Training, and Technical Assistance

www.chcworkforce.org

Contact us: info@chcworkforce.org

STAR² CENTER TEAM



SUZANNE SPEER

Vice President of
Workforce
Development
sspeer@clinicians.org



**DR. MICHELLE
FERNÁNDEZ GABILONDO**

DSW, MSW
Director of Workforce
Development
mfernandez@clinicians.org



MARIAH BLAKE
MPA

Associate Director
of Workforce
Operations &
Compliance
mblake@clinicians.org



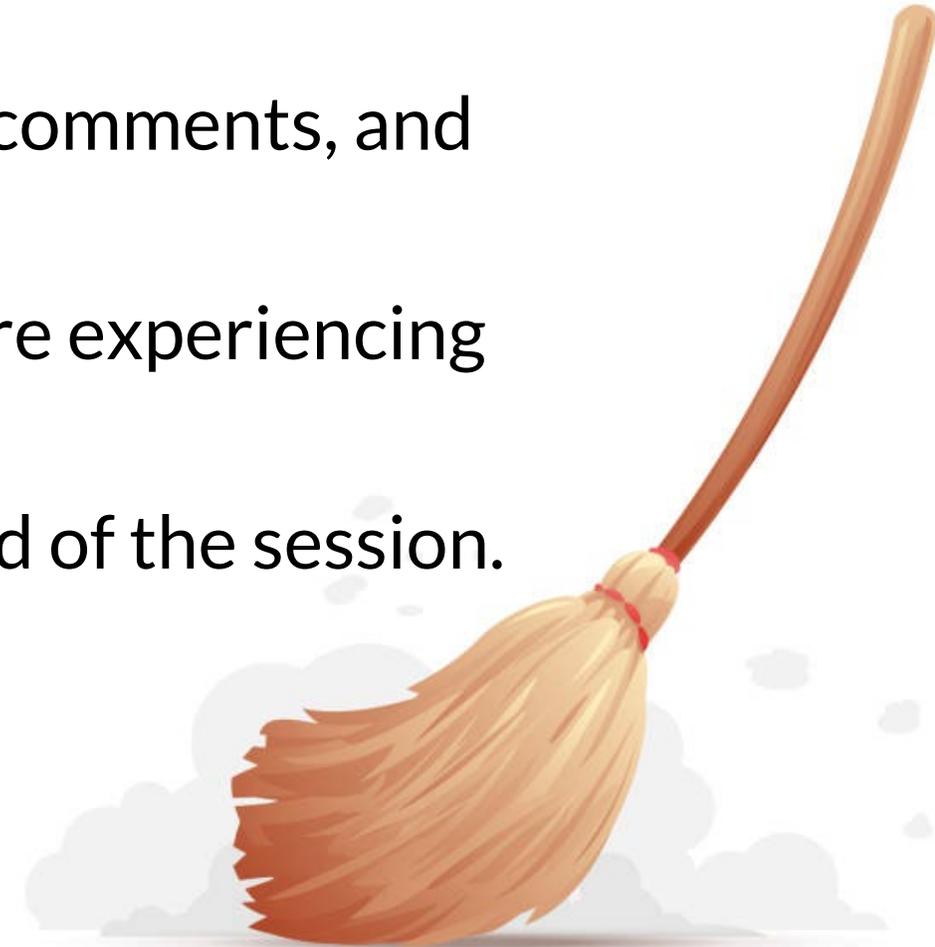
SYDNEY AXELROD
MA

Associate Director of
Workforce
Development
saxelrod@clinicians.org

HOUSEKEEPING

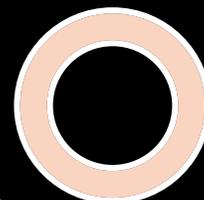


- This session is being recorded. The **recording and slides** will be provided the all registrants.
- Use the **chat box** to ask questions, share comments, and thoughts.
- Send a message to **Mariah Blake**, if you are experiencing technical difficulties.
- Please complete the **evaluation** at the end of the session.





From Scarcity to
Abundance: Changing
the Script on Rural
Healthcare Workforce



Ere We
Commence Give
Me Leave to
Impart a Word
Most Novel

- Norms and Values
- Personality
- Reputation
- Identity

PEREPUTATIONALITY

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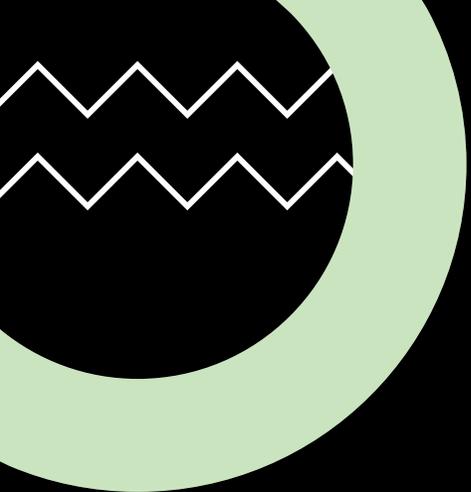
Two Health Centers, Both Alike in Mission In Fair Penns Woods, Where We Lay Our Scene

Northern Tier Health Services



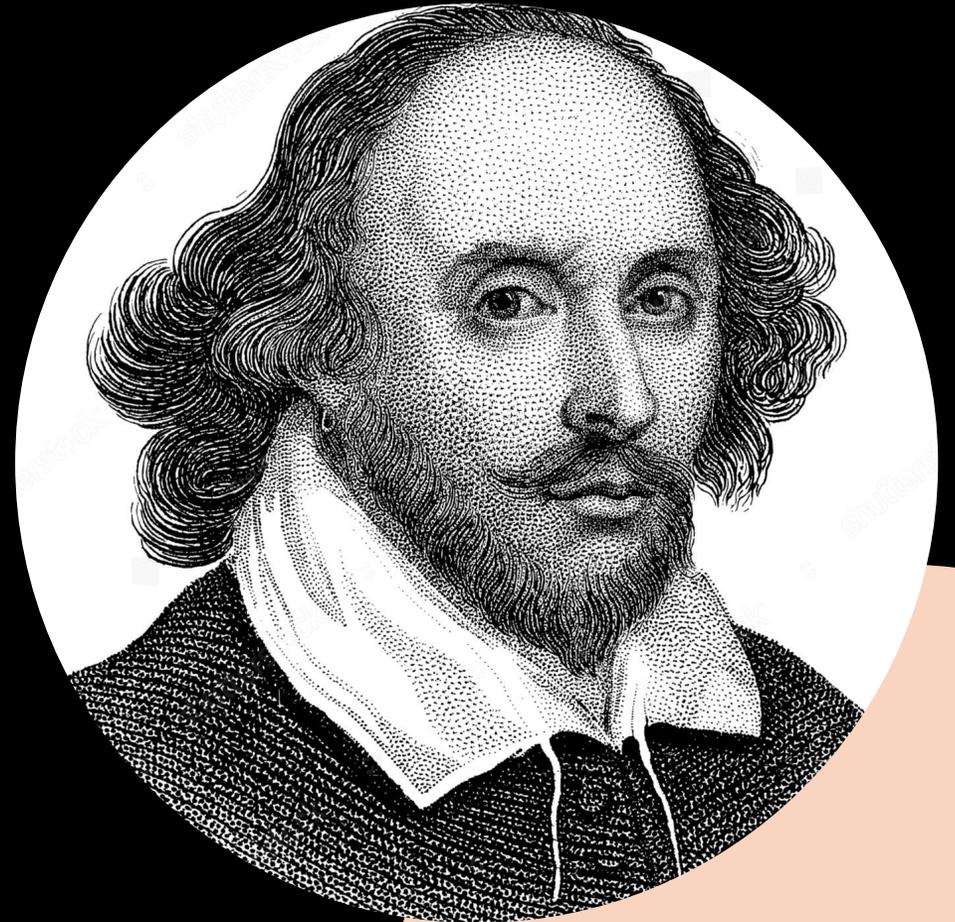
Dutch Country Community Health

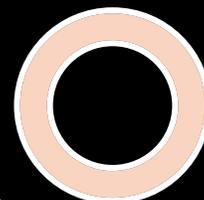




The Cast

- Current Employees – Clinicians, Administrative, Paraprofessional
- Candidates - Local talent, J1s, Loan 'repayers', Anyone looking for a rural lifestyle
- Miscellaneous – For-profit recruiters, State and Federal regulators, Payors, Community interests





The Play: Factors that impact Dutch Country and Northern Tier recruitment and retention

- Resources
- Local environment (location, location, location)
- Competition
- Strategy
- Pereputationality





Two Health Centers Revisited

Northern Tier Health Services

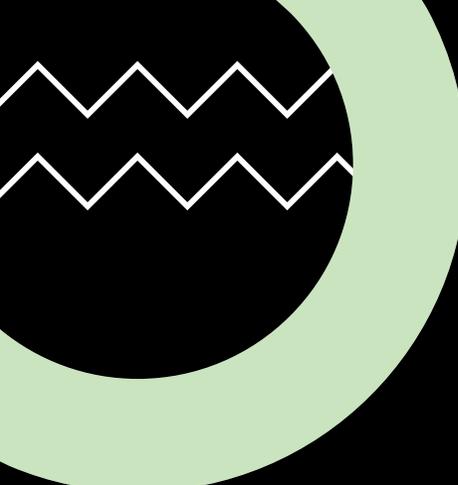
Strong Pereputationality but
Lacking in Strategy



Dutch Country Community Health

Highly Strategic but
Pereputationality Is Questionable





Writing a Happy Ending

- Help your organization honestly look at itself
- Share success stories
- Tap into resources from STAR² Center, 3RNET, ACU, your national organizations
- Form Communities of Practice
- Pair up health centers and clinics that can help and learn from each other
- Conduct group meetings and encourage idea exchange
- Support one another, network, dialogue



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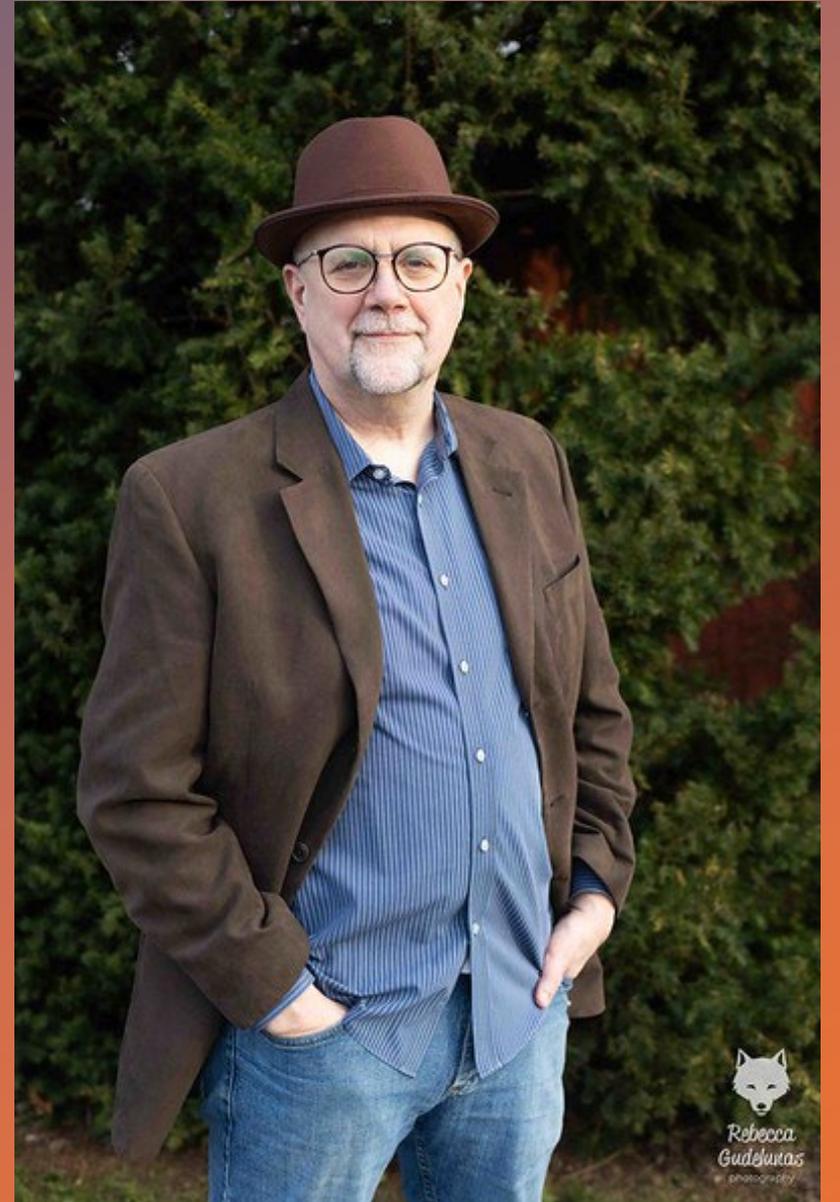
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Thank You!

Judd Mellinger-Blouch

Juddmb@gmail.com



QUESTIONS



Thank you!
Please fill out the evaluation!



ACU
ASSOCIATION OF CLINICIANS
FOR THE UNDERSERVED

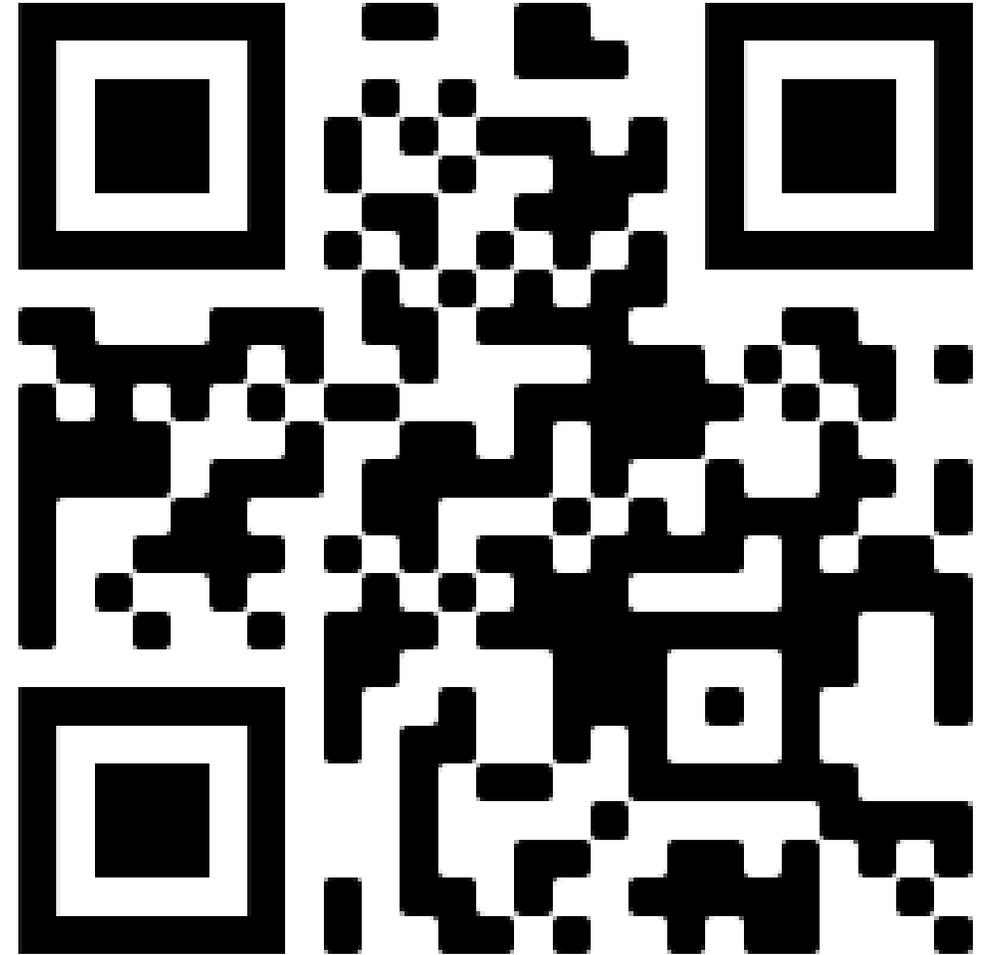


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FOR RECRUITMENT & RETENTION

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STAY IN TOUCH!

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 info@clinicians.org

