



Recruiting for Retention Academy

Practical solutions for rural and underserved communities

Session 1 – Laying the Ground Work

- Does your facility have an organized recruitment process? Check out the [3RNet Recruiting for Retention](#) manual for ideas!
- Check out your state primary care [physician workforce trends here](#).
- As part of your process, do you have a team in place? Use our [Recruitment Team Planning guide](#) to help!
- Is your recruitment budget in check? Check out [3RNet's Budget Worksheet](#). How about your cost involved in turnover? This [Financial Impact Tool from ACU](#) to measure provider turnover may be just what you need.
- Watch the [session one recording](#) or [view the slides](#) to learn more about Planning for Success.

Session 2 – Finding Your Unique Selling Points

- Have you considered what unique selling points your facility has to offer? Review the appropriate Factors book to learn more:
 - [Critical Access Hospital version](#)
 - [Community Health Center version](#)
 - [Rural Health Clinic version](#)
- Learn from one of the best! Watch the [recording of session two](#) to hear from Family Medicine physician, and rural educator, Dr. Dave Schmitz.

Session 3 – Attracting the Right Candidate Through Effective Communication

- Have you reviewed how you write your job postings lately? Check out the [slides from session three](#) to learn more about writing candidate orientated postings.
- Using social media to recruit? Watch the [session three recording](#) to learn more about resources like [hootsuite.com](#) which allows you to post to all of your social media from one account!
- Are you utilizing Google's Ad grant program? [Learn more](#) about how nonprofits can get \$10,000 of free Google advertising per month.
- Need additional resources to communicate with residents? Check out [3RNet's Adventures in Medicine Portal](#) for hundreds of interactive resources geared specifically towards residents.



Session 4 – Free and Low Cost Resources for Rural/Underserved Recruitment

- Do you know what your HPSA score is, or if you are a National Health Service Corps approved site? Check with your [Primary Care Office](#) to learn more!
- Have you connected with your [3RNet member](#)? Services like job posting, candidate referrals, and education are available.
- Learn more about loan repayment programs, HPSA scores, and more by reviewing the 3RNet [Employer’s Guide to Workforce Programs](#).

Session 5 – Immigration as a Recruitment Tool

- How does your state operate the Conrad 30 J-1 Visa Waiver program? Reach out to your [state J-1 Waiver contact](#) to learn more!
- Think Immigration is too complicated to pursue for your community? Learn from an Immigration Attorney, Bob Aronson, by watching the [session five recording](#).
- Short on time? Skip the recording and view the [session five slides](#) or learn more from our friends at the [Rural Health Information Hub](#).

Session 6 – Playing Matchmaker

- How are your interviews conducted? Watch the [session six webinar recording](#) to learn more about the benefits of behavior-based interviewing and check out [part three of the manual: Screening Candidates](#).
- Need some tips to spice up your site visits? Learn how to wow a candidate by reviewing the [session six slides](#) for ideas and sample agendas.
- How are you engaging the spouse/significant other/family of your recruit? Check out [step 10 in the 3RNet Recruiting for Retention manual](#) on interviewing the spouse.
- Remember to incorporate your unique selling points into your screening tools and site visit ([covered in depth during session two](#)).

Session 7 – Integrating the New Provider into your Community

- Do you have a retention plan? Review our [Retention Planning Worksheet](#) to help you get started.
- Looking for retention data? Check out the [Midwest Retention Toolkit](#) or learn more about the [Practice Sights Retention Collaborative](#).
- Are you familiar with the Association for Clinicians for the Underserved? Check out their [Star² Center](#) to learn more about retention topics including provider burnout, stay interviews, and much more!



Session 8 – Bringing all the Pieces Together

- You made it! Keep in touch with Academy participants by using the [Academy listserv](#) to ask questions and remember to save the date (Fall 2017) for next year's Academy!
- [Complete the Academy evaluation](#) to receive your certificate of completion.
- Connect with [your 3RNet member](#) or contact [3RNet staff](#) directly if you have questions or need assistance with any of your recruitment efforts!
- Accept our sincere appreciation for making the first ever 3RNet Academy such a huge success, and for helping make sure rural and underserved residents across the country have quality access to healthcare!

Next steps:

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