

Six Steps to Recruitment Success

The recruitment and retention process is challenging, especially in rural areas. The nation is facing a shortage of primary care doctors and recruitment and retention of clinicians must be prioritized to face the upcoming challenges in recruitment. *Recruitment & Retention of Clinicians for Migrant & Community Health Centers*, collaboratively published by the Arizona, Illinois, Mississippi and Virginia primary care associations (PCAs) outlines six steps to incorporate in any CHC recruitment plan. Add these steps to your plan for recruitment success.

Assess the Need of Your CHC. Assess the need by determining the number of patients expected for the provider, and comparing that number with the number of providers currently on staff. Use this to project future need and coordinate with a recruitment plan.

Review HPSAs and the NHSC website. Health Professional Shortage Area (HPSA) designations are key to recruiting National Health Service Corps (NHSC) providers. The NHSC has a newly designed job bank that allows students and clinicians to easily search for locations. Keep information on the NHSC site accurate—this is potentially your first impression to the clinician seeking employment.

Gain Local Support. Involve community leaders (bankers, realtors, educational leaders) to demonstrate to the potential employee the interest to obtain a qualified, talented provider community-wide. This will help the provider feel welcome to the community.

Develop a Team. By developing a team after gaining community support, it allows work to be divided and better assists the recruiter through the process. A recruitment team could consist of: CHC CEOs, board members, medical directors, recruitment coordinators, schools, residents of the community and civic leaders.

Define the Opportunity. Always define the specialty, followed by if the position requires a board certified or board eligible clinician, how much experience is needed, educational requirements and certifications, and responsibilities of the provider. Always describe the

size of the facility, technology available and any call or hospital rounds. Remember to enhance the positives and list benefits in detail.

Create the Budget. Recruitment of physicians is costly in both time and dollars, so remember to review where you plan to post your opening and how much it will cost. In addition, estimate the costs for each potential employee to visit the site, along with lodging, meals, mileage and other needs.

Use these six steps to better enhance your recruitment process. For additional information, please contact Alison Williams, Workforce & Communications Coordinator at awilliams@okpca.org or (405) 424-2282, ext. 103.

Save the Date

April 2009

Oklahoma New Start TA Workshop
April 7 • OKPCA Conference Room

Fairfax Medical Facilities Grand Opening -Hominy
April 17 • Hominy

May 2009

Memorial Day
May 25 • OKPCA Offices Closed

June 2009

Membership Meeting & Board Meeting
June 9 • Location TBA

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