

PROVIDER RETENTION
IN RURAL AREAS:
(A LOOK AT MISSOURI'S EFFORTS)

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Overview



- Core Beliefs of Retention

- Why is Retention Important
 - ▣ What We Know
 - ▣ What We Can Expect

- Retention Planning
 - ▣ What matters in rural areas?

- Retention Resources

Core Beliefs of Retention



- Your process is vital to success
 - ▣ Follow a process and adapt strategies
- Recruitment is a key element to Retention
 - ▣ Both an art and a science
- Retention efforts must be ‘candidate’ / ‘employee’ focused
- You don’t need to invent; you need to implement!

Why Retention is Important: What We Know



- ❑ The trends & numbers don't lie:
- ❑ High Expectations – Quadruple Aim
 - ❑ Better Care, Lower Costs, Happier Patients, Provider and Staff Satisfaction (Thomas Bodenheimer, MD, Annals of Family Medicine)
- ❑ Intense and Increasing Scrutiny
- ❑ Public Reporting / Transparency
- ❑ Accountability to Deliver
- ❑ Uncertain Public Funding
- ❑ Varying Reimbursement Models
- ❑ Dollars to be gained and lost

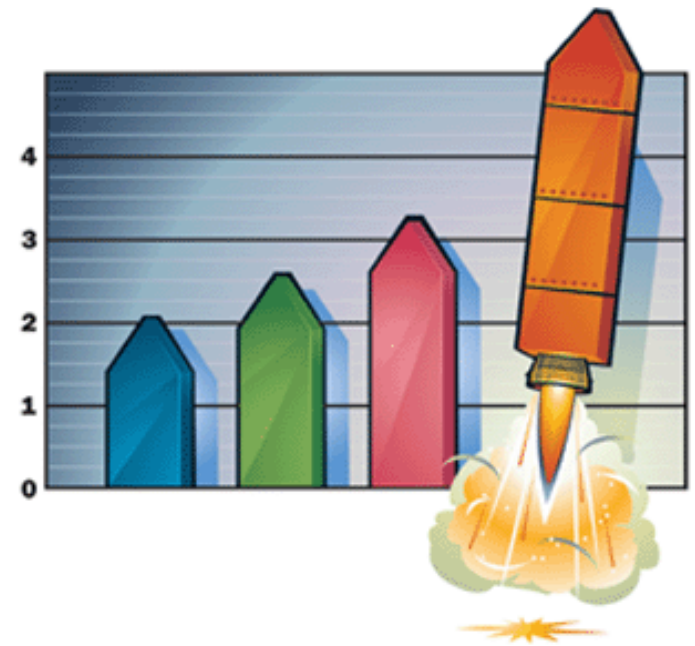
Why Retention is Important: What We Know



- ❑ Competition for Patients
- ❑ Competition for Providers, coupled with Workforce Shortages
- ❑ Competition for Staff / Competition for Leadership
- ❑ Increased Cost to Operate
- ❑ Data (Drowning in Data, Starving for Information)
- ❑ Consolidation / Affiliations

Why Retention is Important: What We Know

- Healthcare is booming and not expected to slow down (particularly outpatient care)
 - ▣ Nationally and Statewide: health care industry is one of the largest employment sectors
 - ▣ New and changing policies are geared towards keeping people out of hospitals and inpatient facilities (how, where, and by whom care is delivered)



Why Retention is Important: What We Can Expect

- ❑ Shortages / maldistributions are getting worse
- ❑ New and emerging workforce roles
- ❑ Heated competition to **RECRUIT** quality healthcare professionals
- ❑ Employee **RETENTION** is more important than ever before



Retention Planning

What do all these challenges & changes mean?

- Opportunity – Opportunity – Opportunity!!



“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.” - Winston S. Churchill

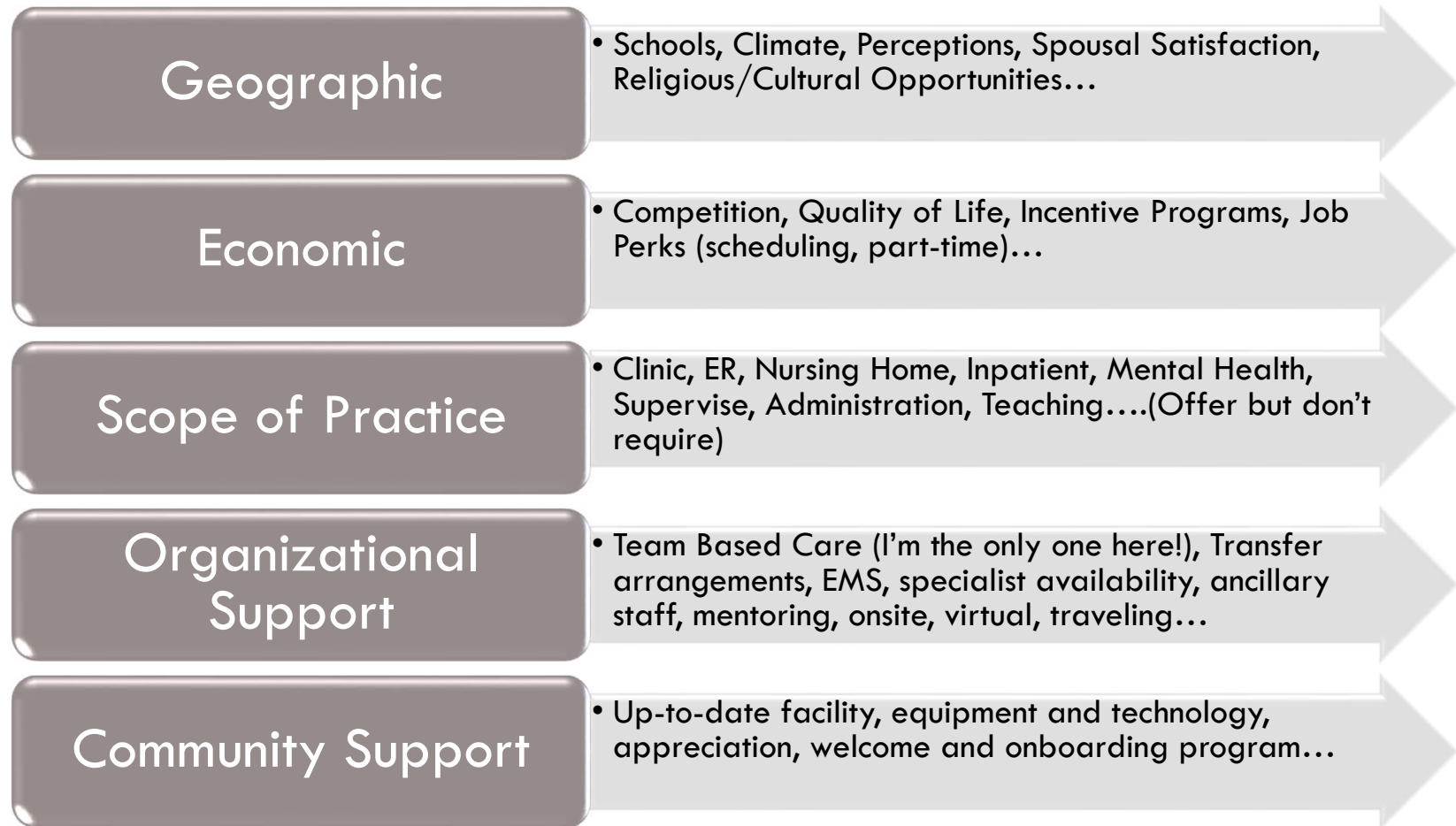
Retention Planning:

Invest in opportunities

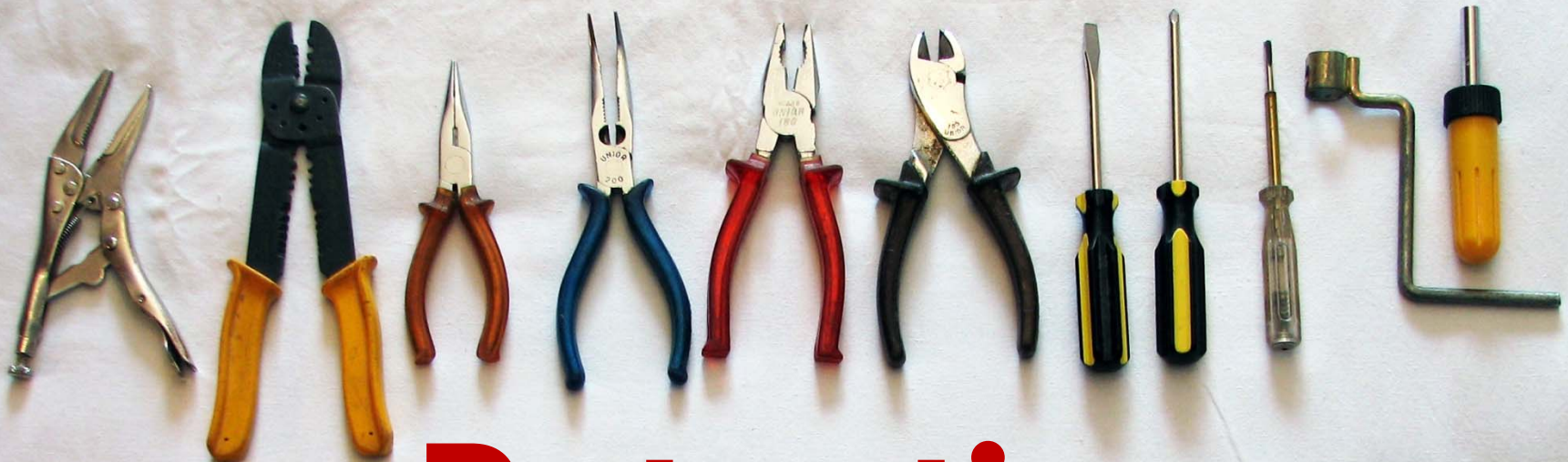
- Ensure Effective Planning:
 - ▣ Workforce planning and management should be approached strategically
- Ensure Adequate Resources are available for implementation



Retention Planning: What Matters In Rural



**'Factors to Market Your CHC,' a publication by 3RNet



Retention



Resources

Retention Resources

Remember: Starts with Recruiting

□ NACHC Toolkit

- <http://www.nachc.org/wp-content/uploads/2015/06/NACHC-Recruitment-Onboarding-and-Retention-Toolkit-04092015.pdf>

□ 3RNet (Resources, Training, TA)

□ Recruiting & Retention Manual

- <https://3rnet.cld.bz/manual-academy>

□ Online Training (8 part Academy)

- <https://academy.3rnet.org/>

□ Factors Books for CAHs, CHCs, & Rural Health Clinics

- <https://3rnet.cld.bz/Factors-Academy> (CAH)
- <https://3rnet.cld.bz/Factors-CHC-Academy> (CHC)
- <https://3rnet.cld.bz/Factors-RHC> (RHC)

□ Your State's 3RNet contact - Partner and Network with them

- <https://www.3rnet.org/locations>

Retention Resources

- ACU Star² Center: Resource, Training, TA
 - Recruitment & Retention Plan
 - <http://www.chcworkforce.org/>
 - Tools, manuals, research....by topic
 - Regional trainings and webinars
 - Can request TA and share best practices
- State Primary Care Office & State Office of Rural Health
 - <https://bhw.hrsa.gov/shortage-designation/hpsa/primary-care-offices>
 - <https://nosorh.org/nosorh-members/nosorh-members-browse-by-state/>
- Get to know your statewide professional organizations and what they do: PCA, Hospital Association, Rural Health Association, Rural Health Clinic Association, Professional/Provider Organizations and Associations.
- Just to name a few!

Recap:



THANK YOU!



Pride

Passion

Purpose



**Careers That
Count!**

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