

PCMH Learning Network

JUDD MELLINGER-BLOUCH, MPA, CPRP
DIRECTOR, PA PRIMARY CARE CAREER CENTER



Earn a living where your heart is

**SEE WHY A CAREER WITH A COMMUNITY
HEALTH CENTER IS DIFFERENT.**





Pennsylvania



View available jobs in our interactive map below

Search All

SEARCH

**The Nation's Most Trusted Resource
for Health Professionals Seeking Careers in Rural and Underserved Communities**

Powered by the National Recruitment and Retention Network



*Recruitment isn't
complicated, it's just
hard.*

Some Guy Who Makes a Lot of Money Recruiting

Recruiting for Retention Core Beliefs



Process and Teamwork
are Key



Competition Is Fierce,
Communication Should be
Candidate Driven



Recruitment Is Both a
Science and an Art



People and Tools
Exist to Help



New Normal: These
Still Hold True!

R4R Plan Action Steps

Part I - Planning and Preparation

- ▶ Assessing the Need
- ▶ Forming a Recruitment Team
- ▶ Defining Your Opportunity
- ▶ Developing a Recruitment and Retention Budget

Part II - Marketing to and Finding Candidates

- ▶ Conducting a Virtual Self Assessment
- ▶ Writing an Effective Job Ad
- ▶ Using Social Media
- ▶ Sourcing
- ▶ Leveraging Free and Low-Cost Resources

Part III - Matching and Committing

- ▶ Types of Interviewing
- ▶ Bringing them face-to-face
- ▶ Negotiations

Part IV - Retaining for the Lifecycle of the Employee

- ▶ Onboarding
- ▶ Engagement Surveys
- ▶ Stay Interviews
- ▶ Work/Life Balance
- ▶ Succession Planning
- ▶ Compensation Surveys
- ▶ Total Compensation Statements
- ▶ Communication

Who makes up your recruitment team?

- Recruiter and HR
- CEO / COO / C-XYZ
- Hiring Managers
- Behavioral Health Director
- Board of Directors
- Local stakeholders
- All of the above



Define Your Opportunity



- ← Develop a job description for each position – however, this is not the same as your job advertisement
- ← Set your opportunity apart with Unique Selling Points to use in:
 - ← Job ads, social media and additional marketing
 - ← Interviewing, site visits and making an offer
- ← A fully defined opportunity will:
 - ← Help you understand your strengths and challenges
 - ← Help you define your ideal candidate
 - ← Help candidates better understand whether your opportunity is right for them

Define Your Opportunity

- ← Community
- ← Culture
- ← Staff
- ← Practice
- ← Compensation



Practice Setting - From the candidate's perspective



What will the practice look like?

- ← Clinic facilities, electronic health records, services, training, support, culture

How busy will I be?

- ← Patient volume, call schedule, marketing support, telehealth options, flexible schedules

Who will I work with?

- ← Support staff, patient demographics, providers, access to specialists, administration

How will you keep me safe?

- ▶ Risk mitigation, violence intervention strategies and trauma support, safety and violence prevention programs

Special requirements?

- ← Certifications, experience, loan repayment or visa eligibility

What are today's job seekers looking for? Survey says...

- **76%** of today's staff are wanting flexibility in their work
- **74%** of job seekers say a company's DEI investment is important to them
- **62%** would turn down a job offer if org didn't support DEI initiatives
- **46%** of employees are considering moving jobs

Top reasons for leaving current position:

- ▶ 32% stressful working environment
- ▶ 31% feel their work is not appreciated
- ▶ 30% lack of career progression

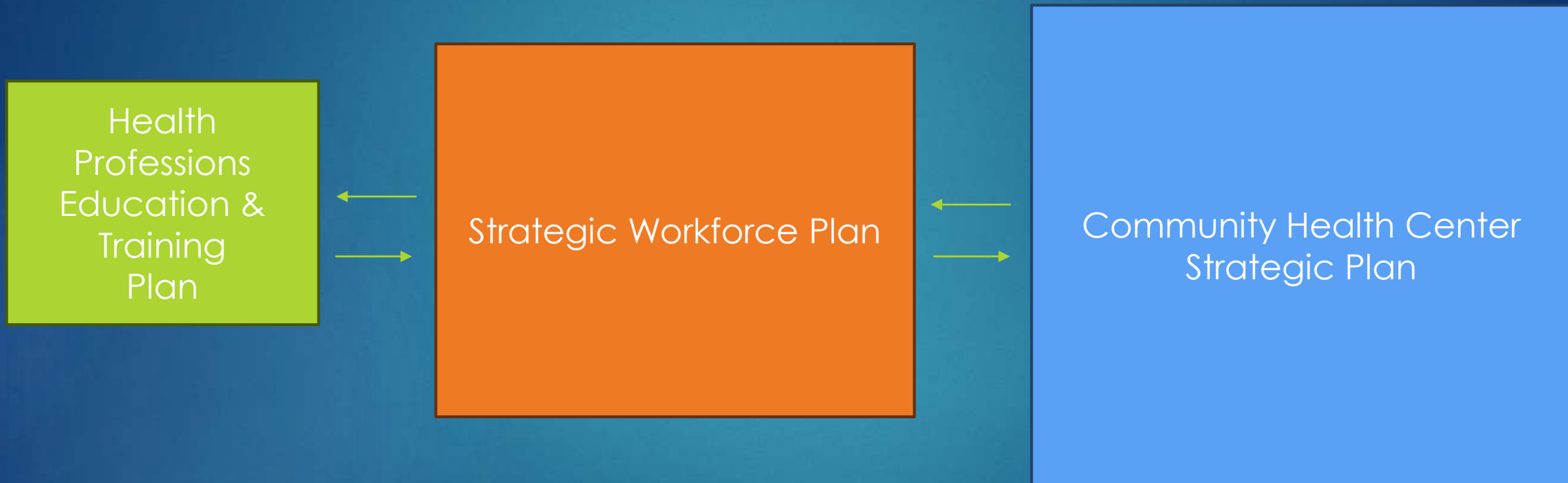
Behavioral Health Professional Sources

- ← PACHC and 3RNET job board
- ← Linked In, Twitter interest groups, Facebook ads
- ← Indeed, ZipRecruiter, SimplyHired, JobList, Glassdoor, etc
- ← Niche job boards - Mentalhealthwork.com, ihirementalhealth.com, BehavioralHealthJobs.com, Psychologyjobs.com, Mental Health America, etc
- ← Professional association job boards/career centers - national and local chapters, student chapters
 - ▶ ADAA, NASW, NAADAC, AMHCA, ACA, etc
 - ▶ [SAMHSA](#) – list of available job boards
- ▶ Handshake Career fairs – In-state, regional, and national training programs
- ← Training programs (Directory of Accredited Programs)
- ▶ Pipeline and pathway programs, AHEC program collaboration

On-Site Training at Your Facility

- ▶ Attract members of your community who are fluent in languages and cultures
- ▶ Provide a “try out” window of weeks or months
- ▶ Give providers a head start on learning your EHR and systems
- ▶ Inject new energy into your staff
- ▶ Give your training staff the opportunity to build their skills (and maybe earn some extra income)
- ▶ Raise up health professionals who believe in and are familiar with clinical integration and whole-body health

The Flow of Planning



3RNET Recruiting for Retention Guide

A photograph of three healthcare professionals sitting around a table in a meeting. On the left, a male doctor in a white lab coat and blue scrubs is looking towards the center. In the middle, a woman in a grey blazer and blue shirt is holding a clipboard and gesturing with her hand. On the right, a female nurse in blue scrubs with a stethoscope is also looking towards the center. The background shows a window with blinds and a cityscape.

Recruiting for Retention

Part One: Planning & Preparation

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A Retention & Recruitment Plan Template



STAR²CENTER
SOLUTIONS TRAINING AND ASSISTANCE
FOR RECRUITMENT & RETENTION





DEI Recruiting

- ← <https://www.inclusivetherapists.com/jobs>
- ← National Hispanic Medical Association - [REDACTED]
- ← Association of American Indian Physicians - aaip.org
- ← National Medical Association - nmanet.org
- ← National Black Nurses Association - NBNA.org
- ← National Association of Hispanic Nurses - nahnnet.org
- ← Out Professional Network! - pridecareers.net
- ← DiversityJobs.com
- ← Circaworks.com
- ← DiversityWorking.com
- ← HireAutism.org
- ← RecruitDisability.org

ACU JEDI Tool: [Building an Inclusive Organization Toolkit](#)

Questions and Thank You!

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