

Overview of Recruitment

NC Office of Research, Demonstrations, &
Rural Health Development

John Price, MPA

Assistant Director

Andrea Radford, DrPH, MHA

Research Associate



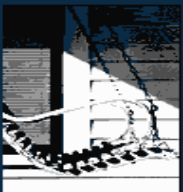
Background & Context

30+ years of recruitment experience as an agency

2,553 placements since 1974

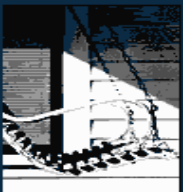
\$1.9 million state budget

Includes Medicaid match of 28%



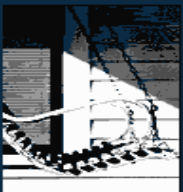
Recruitment Activities

- Operate year-round marketing and recruitment program
 - Two full-time recruiters
 - Two full-time administrative support staff
- Administer incentive programs



Who's Recruited

- Primary care providers
 - MD, DO, NP, PA, CNM
 - Family Medicine, Internal Medicine, Pediatrics, Ob/Gyn
- Dental providers
 - DDS, DMD, RDH

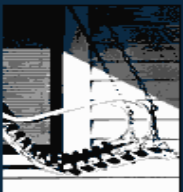


Practice Sights

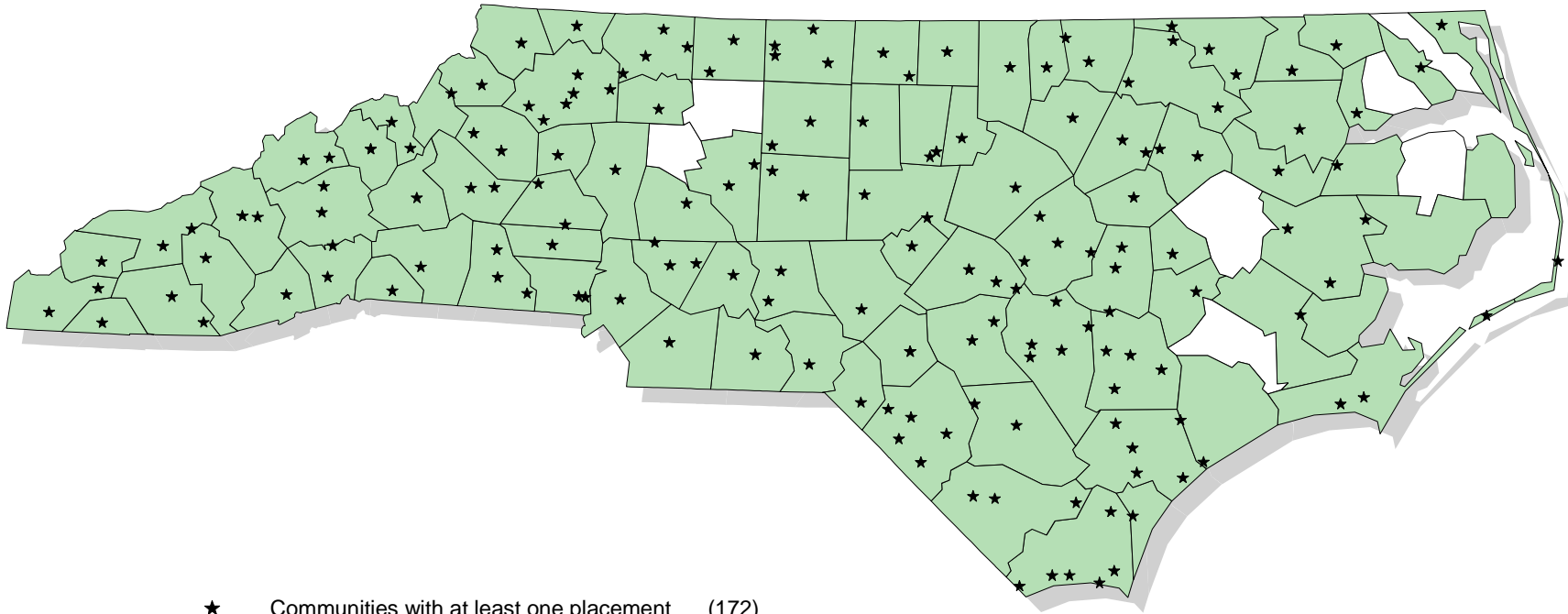
(Who ORDRHD recruits for)

- Primary care
 - Any practice setting in communities of less than 35,000
 - Private or public
 - Not-for-profit or for-profit
- Dental care
 - Public or not-for-profit practice

There is no fee to the practice site.



**North Carolina Office of Rural Health
Communities with One or More Provider Placements*
July 1995 through February 2006**



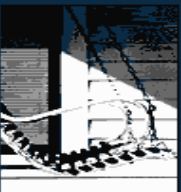
★ Communities with at least one placement (172)

Produced by: North Carolina Health Professions Data System, Cecil G. Sheps
Center for Health Services Research, University of North Carolina at Chapel Hill.
Source: North Carolina Office of Research, Demonstrations, & Rural Health Development, February 2006.

Placements are mapped to the zip code centroid and may not represent the true location of the practitioner.
*Providers include physicians (MDs and DOs), dentists, dental hygienists, certified nurse midwives, nurse practitioners and physician assistants.

Recruitment Partners

- AHEC
- NCMS Community Practitioner Program
- National Health Service Corps



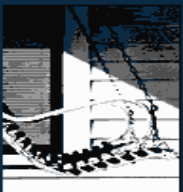
Recruitment Process

- Initiate contact with primary care residents
 - Mass mailings three times per year (66,000+ pieces of mail)
 - Annual presentations at medical schools and residency programs
 - Attendance at conferences and national meetings
 - Word of mouth



Recruitment Process

- Develop and maintain relationships with interested candidate
 - Staff contact each candidate every 2-3 weeks
- Match candidate placement preferences with open positions
 - Practice Sights software



Recruitment Process

- Facilitate contact between candidate and potential placement site
 - Candidates identify sites of interest to them
 - Recruitment staff forward candidate information to sites and ensure the sites follow-up with candidates
 - Provide financial assistance for travel to site visits



Current Incentive Programs

- Federal Loan Repayment
- State Loan Repayment
- High Needs Services Bonus



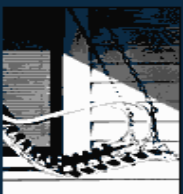
State Loan Repayment Program

- Focus on HPSAs and not-for-profit community-based practices
- Stair stepped payment structure
 - Physician & Dentist Maximum: \$70,000 plus 39% tax stipend over four years
 - NP & PA Maximum: \$30,000 plus 39% tax stipend over three years
- Additional funds available for Spanish speaking providers who serve in target areas



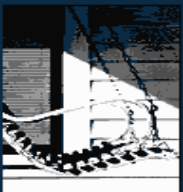
Lessons from Experience

- What's worked ...
 - Loan repayment and service bonuses
 - Rural Scholars Program
 - Developing and maintaining relationships with NC residency programs
 - Practice Sights software – tracking residents from initial interest through placement



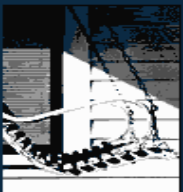
Lessons from Experience

- What hasn't worked as well ...
 - Residency stipends
 - Scholarship programs



Challenges

- Funding
 - SFY 2002 State Budget \$2.5 million
 - Current State Budget \$1.9 million
- Increased Competition for Candidates

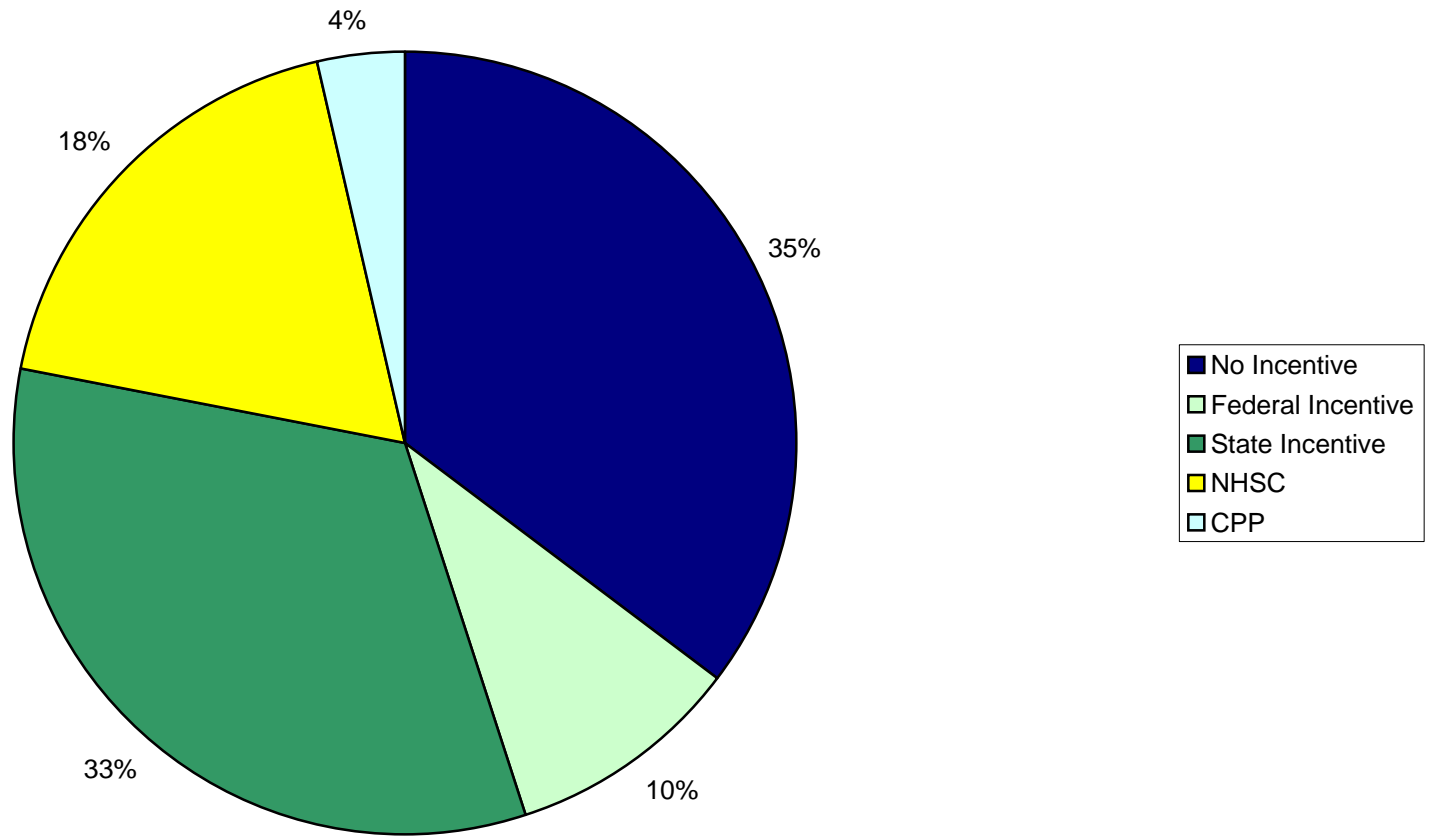


Trends Over Time

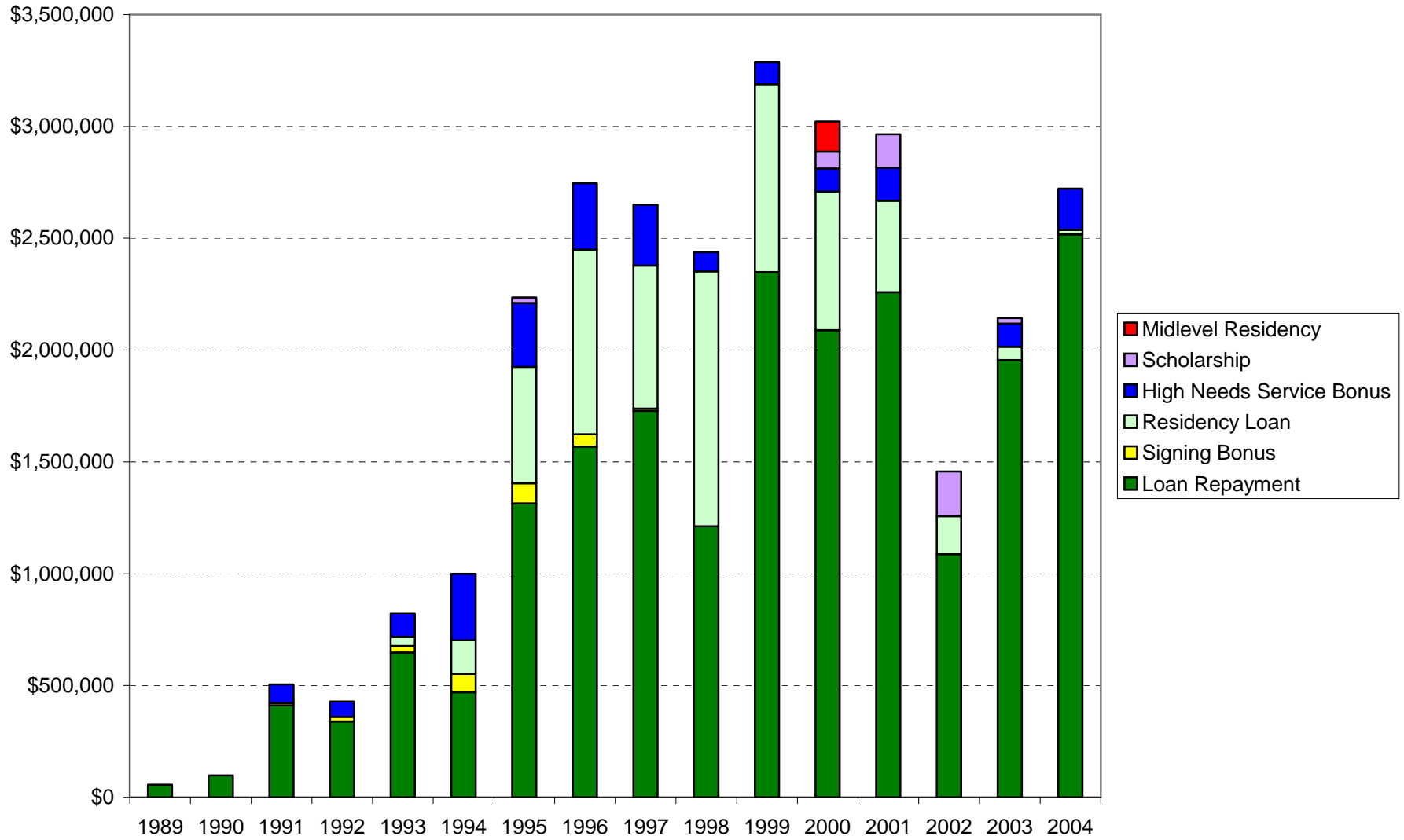
(otherwise known as the transition to the data section)



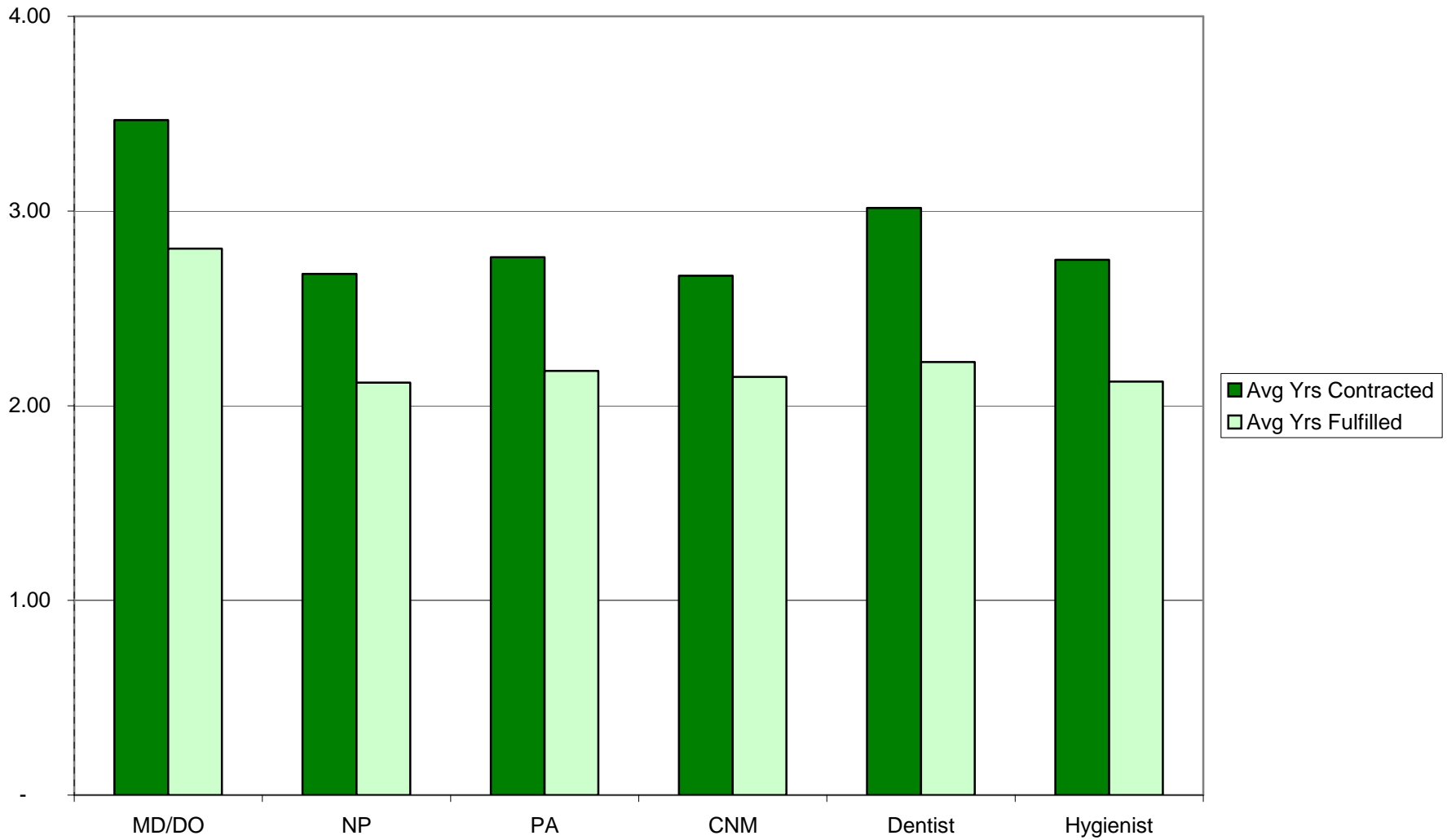
Percentage of ORH Placements Receiving Incentives, SFY 1975 through 2/2006
Total Placements = 2,553



ORH Total Incentive Amounts, SFY 1989-2004

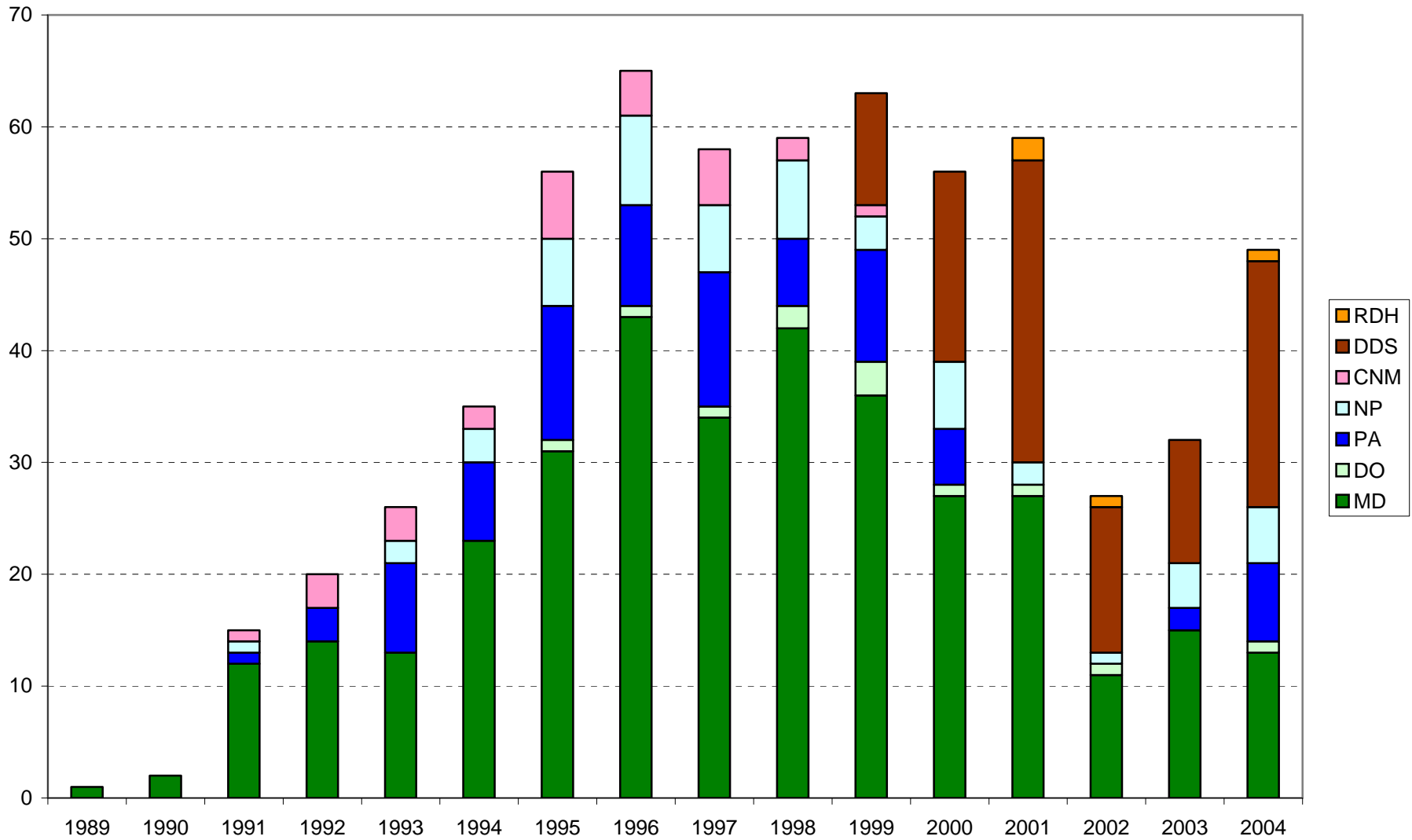


Contract Completion by Provider Type
ORH Loan Repayment Programs 1984 - 02/2006

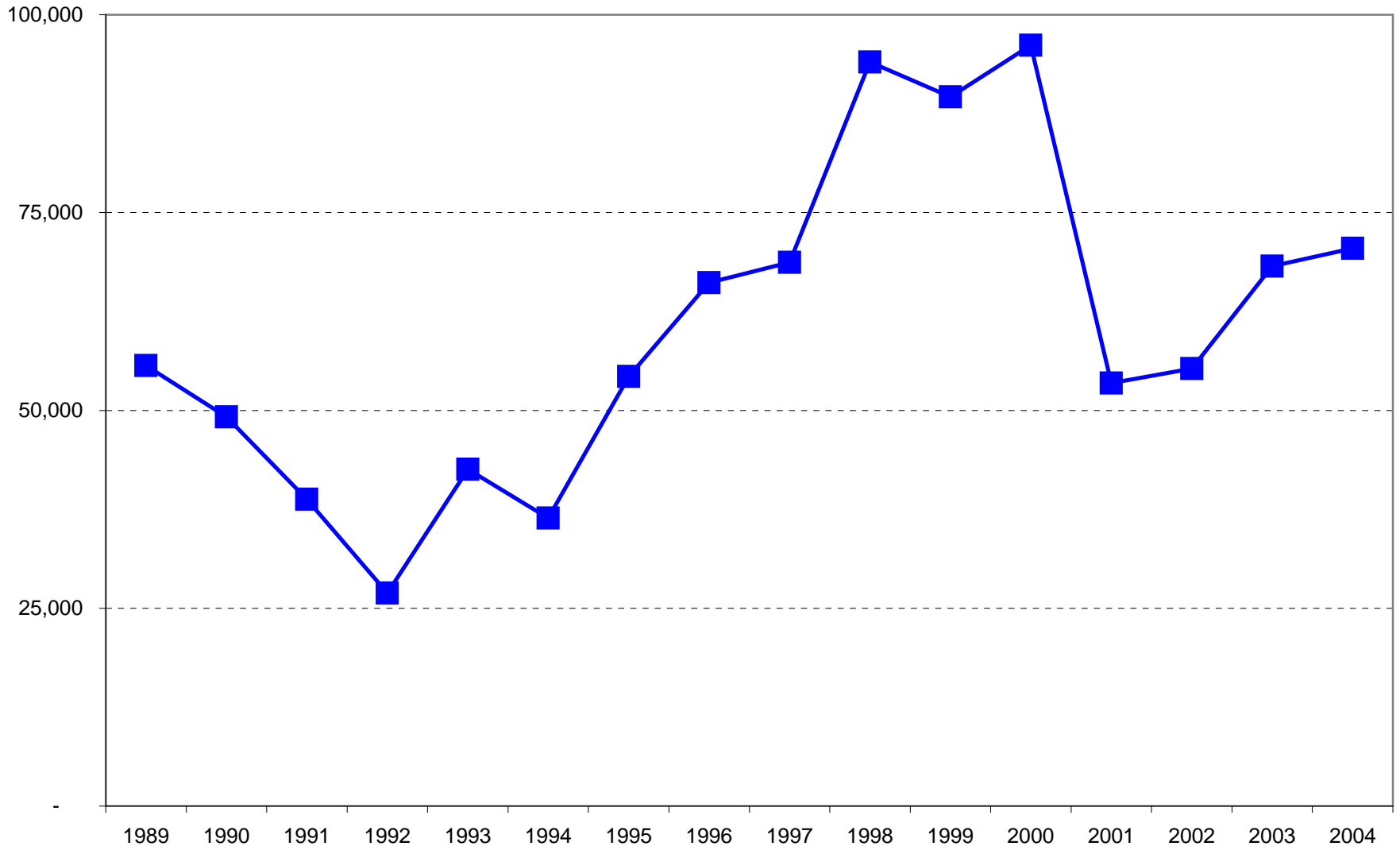


Count of ORH Incentive Recipients by Provider Type, SFY 1989-2004

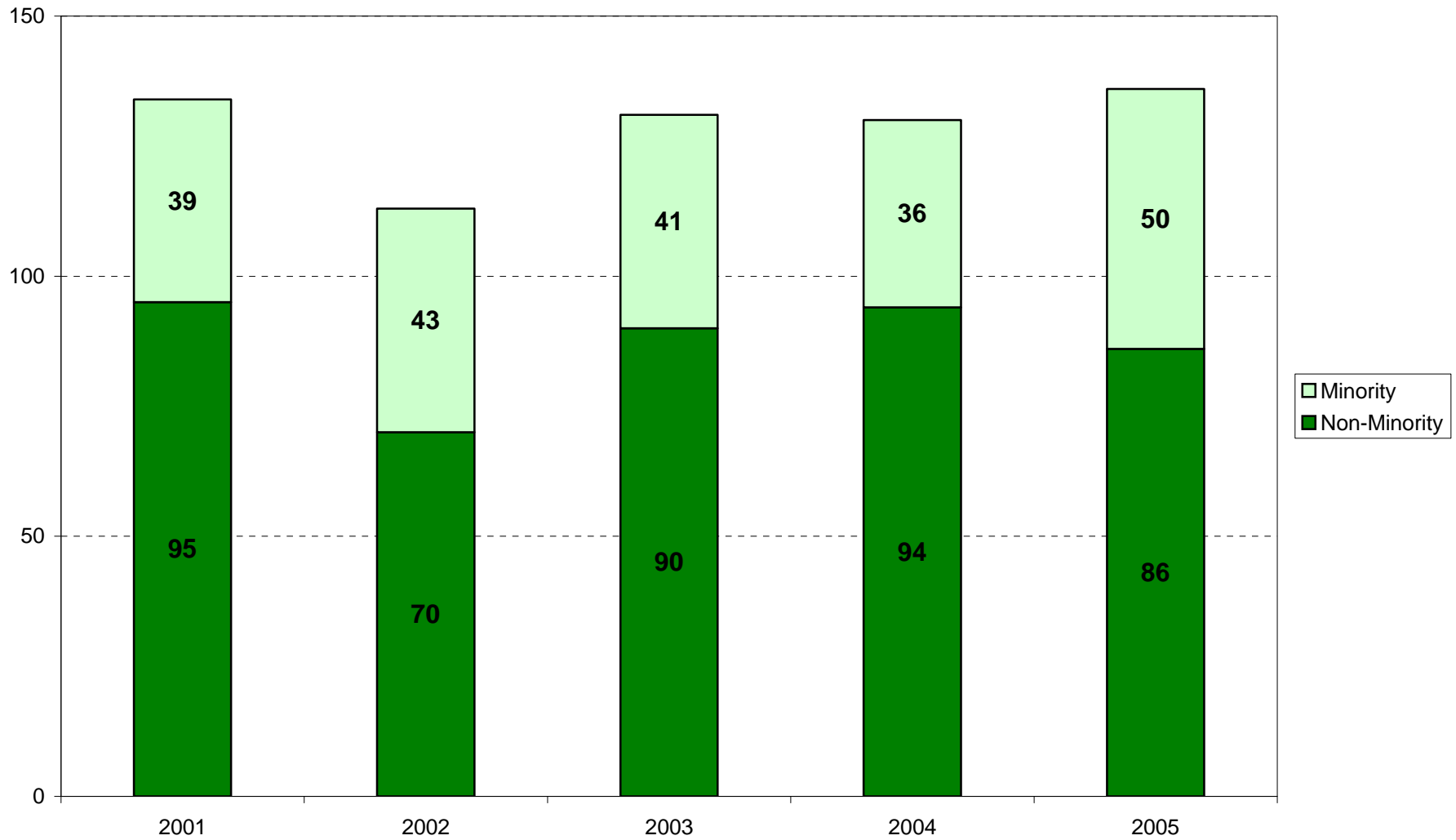
Unduplicated Individuals = 660



ORH Average Physician Loan Repayment, SFY 1989-2004



**ORH Recruitment of Under Represented Minorities
Number of Placements, SFY 2001-2005**



ORH Recruitment of Under Represented Minorities, SFY 2001- 2005

