



Center for
Rural Health

<http://ruralhealth.und.edu>

Don't Go It Alone: Identifying Effective External Partnerships

Presented by Mary Amundson, M.A.
Center for Rural Health
University of North Dakota
School of Medicine and Health Sciences

*Connecting resources and knowledge to strengthen
the health of people in rural communities.*



Center for Rural Health

- Established in 1980, at the University of North Dakota School of Medicine and Health Sciences in Grand Forks, ND
- Focuses on:
 - Education, Training, & Resource Awareness
 - Community Development & Technical Assistance
 - Native American Health
 - Rural Health Workforce
 - Rural Health Research
 - Rural Health Policy
- Web site: <http://ruralhealth.und.edu>



Why Are Networks Important?

- Participation must make sense
- Networks are built on trust
- Relationships make yourself a partner who can be trusted
- Assure all participants know they are needed
- Share your big picture
- Agree on methods of accountability up front



Networks Are Advocates

- Networks are well positioned to advocate for their communities/members in both private and public sectors
- Advocacy, particularly around a common threat, is a powerful glue that can hold a network together



Community Development

- Recruitment and retention of medical staff is essential to community development
 - economic development
 - staff of 5-7 adds \$320,000 to local economy
- Community development and medical staff development must be a partnership to be successful
- Agencies and organizations serving rural and underserved communities must collaborate



3RNet



www.3rnet.org

The National Rural Recruitment and Retention Network for Healthcare Professionals



The 3RNet Strategic Plan

- Understand that rural America is diverse, requiring different approaches
- Monitor workforce needs and provide guidance to policymakers
- Develop the member staff with education and technology support
- Cost effectiveness of 3RNet is proven; expand it to other states
- Continue to develop 3RNet in all 50 states



Networking With National Partners: The National Rural Recruitment And Retention Network – 3RNet

- Members are state based non-profit agencies in 47 states, CNMI and the Cherokee Nation (FL, RI and NJ are not members)
- Supported by a contract from the Office of Rural Health Policy, HRSA, USDHHS



How Does 3RNet Work And Why Is It Important To You?

- Members are non-profit state agencies recruiting physicians, dentists, nurses and other medical professionals for their entire state.
- 3RNet provides a national presence where states place information and job postings.
- Candidates register and learn about rural and underserved communities
- Members also access the resource library and a comprehensive recruitment and retention manual.



3RNet Diverse Membership – Every Member Is Different

- State Offices of Rural Health (SORH)
- Primary care organizations
- Primary care associations
- Area health education centers
- Other non-profit state-based agencies



Member States - Strengths

- All committed to recruitment, retention and community development
- All connected to HRSA programs
- Able to consult with and advise rural and underserved communities
- Able to advise medical professionals regarding practice opportunities, payback features, NHSC eligibility, etc.



Membership Benefits

- Local/national advocacy
- Networking opportunities
- Shared programs and services
- Collaboration
- Opportunity to learn from each other



Membership Benefits

- Being a member benefits the facilities at the community level
- Interactive website for medical recruitment professionals
- Able to pool resources and funds for nationwide ads and sourcing that could not be done individually
- Each state creates its own page with the ability to publish links, photos and practice profiles



Members Recruit For A Variety Of Facilities

- Rural health clinics
- Community health centers
- Critical access hospitals
- Rural hospitals
- Private practice clinics
- Tribal health
- Integrated delivery systems
- Prison systems



Who Accesses The 3RNet?

- Physicians – FM, IM, Peds, GS, others
- Dentists and hygienists
- Physician assistants
- Nurse practitioners
- Pharmacists
- Registered nurses
- Psychologists
- Social workers
- Many other professionals



Non-physician Placements Of 3RNet Members (2004-2007)

- PA/NP = 131
- Dentists = 85
- All other professionals total 1,126
- Others: social workers, managers, techs, oral health professionals, dietitians, certified nurse midwives, counselors, etc.



Parting Thoughts

Picking the right network can have a huge impact on what you are trying to accomplish and remember...

Networking is a two-way street; it must benefit both parties to be most effective. So, when you ask your network for help, be prepared to return the favor.



3RNet contact information

Tim Skinner, Executive Director

2004 King Street

La Crosse, WI 54601

skinner@rnet.org

800-787-2512

608-782-0660



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For more information contact:

Mary Amundson, M.A.
Center for Rural Health
University of North Dakota
School of Medicine and Health Sciences
Grand Forks, ND 58202-9037



Tel: (701) 777-4018
Fax: (701) 777-6779



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