North Dakota Recruitment and Retention: Success Stories and Best Practices

Mark Barclay, Workforce Specialist
mark.barclay@med.und.edu

- Established in 1980, at The University of North Dakota (UND) School of Medicine and Health Sciences in Grand Forks, ND
- One of the country’s most experienced state rural health offices
- UND Center of Excellence in Research, Scholarship, and Creative Activity
- Home to seven national programs
- Recipient of the UND Award for Departmental Excellence in Research

Focus on:
- Educating and Informing
- Policy
- Research and Evaluation
- Working with Communities
- American Indians
- Health Workforce
- Hospitals and Facilities

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Need for Primary Care in Rural

- Patient to physician ratio in urban ND
  - 308:1
- In isolated rural ND...
  - 1482:1

What does healthcare mean to your community?

Source: National Center for Rural Health Works, 2007

Estimated cost of recruiting:

<table>
<thead>
<tr>
<th>Item</th>
<th>Physician</th>
<th>PA/NP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal staff time (350 hours)</td>
<td>$9400</td>
<td>$7000</td>
</tr>
<tr>
<td>Sourcing/Advertising/Marketing</td>
<td>$13000</td>
<td>$5000</td>
</tr>
<tr>
<td>Candidate Interview Costs</td>
<td>$8300</td>
<td>$2200</td>
</tr>
<tr>
<td>Legal Fees (J1 Waiver)</td>
<td>$4000</td>
<td></td>
</tr>
<tr>
<td>Relocation</td>
<td>$8750</td>
<td>$5000</td>
</tr>
<tr>
<td>Credentialing/Insurance</td>
<td>$5000</td>
<td>$1000</td>
</tr>
<tr>
<td>Signing Bonus/Retention</td>
<td>$25000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$73,450</td>
<td>$20,200</td>
</tr>
</tbody>
</table>

Source: NAS insights, Physician Recruiting Report 2008 (updated 2012)

Why is it hard to recruit to rural North Dakota?

Economic Impact

- One primary care physician generates approx. $1.5 million in revenue
- $900,000 in payroll
- Creates 23 jobs

What does healthcare mean to your community?

Source: National Center for Rural Health Works, 2007
How do we improve our outcomes?
• Know the community
• Target specific physicians
• Have an effective recruitment process
• Be knowledgeable about incentives
• Engage with those most likely to come, and stay in rural ND

What sets you apart?
• What makes your facility the most uniquely positive?
  • Community, quality, facility, collegiality, patient base, schools, tele-health, location, housing
  • Climate
  • Economic
• What is your product?
Why should a physician choose your opportunity over ten others?

Knowing this...what physician should you target?
• Different motivations
• It’s not all about money
• Different physicians strive under certain sets of conditions
• What type of physician suits your community best?
• Who is your ideal candidate?
• How are you marketing?

Have an effective process:
• Who is involved?
• Timing
• Site visit
• Contract

Incentives:
• Student loan repayment
  • NHSC
  • Loan repayment
  • Scholars
  • ND Program
  • State/federal program
  • Who qualifies?
• J-1 Visa waivers
• Commitment
• Residency connection

Who is most likely to stay in North Dakota?
• Residents
• Med students
• Grow your own
We can help:

- State appropriated funding
- Cost savings
- 3RNet
  - 7504 jobs posted
  - 3921 candidates
  - 1767 placements
- UND SMHS
- Flexibility

Contact us for more information!

Mark Barclay, Workforce Specialist
mark.barclay@med.und.edu
501 North Columbia Road, Stop 9037
Grand Forks, North Dakota 58202-9037
701.777.3848 • ruralhealth.und.edu