Marketing Rural

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Eastern Shore Rural Health System

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Virginia Community Healthcare Association

Rural Health Voice Conference | November 20-21, 2019 | New College Institute
What is Our Current State?
Workforce

2013-2015

U.S. Physician Supply
16,000

Rural Physician Supply
1,400
Workforce

2013-2015

U.S. Physician Supply
16,000

Rural Physician Supply
1,400

URGENT!
2019 Survey Summary

Jackson Physician Search

Survey focuses on a range of recruitment and job satisfaction issues

Respondents
150 Rural Physicians
105 Rural Health System Administrators
Top Factors for Choosing a Rural Practice Location

**PHYSICIANS**

- #1 Compensation
- #2 Preference/Needs of Spouse/Partner
- #3 Offer of Loan Repayment

**ADMINISTRATION**
What do Physicians Think?

Top Factors for Choosing a Rural Practice Location

<table>
<thead>
<tr>
<th>PHYSICIANS</th>
<th>ADMINISTRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Community Culture</td>
<td>#1 Compensation</td>
</tr>
<tr>
<td>#2 Compensation</td>
<td>#2 Preference/Needs of Spouse/Partner</td>
</tr>
<tr>
<td>#3 Proximity to Family/Friends/Colleagues</td>
<td>#3 Offer of Loan Repayment</td>
</tr>
</tbody>
</table>

3Cs

- Connection
- Comfort
- Confidence
Recruiting Incentives the Work

What do Administrators Think?

<table>
<thead>
<tr>
<th>Recruiting Incentive with Most Influence on Decision to Accept</th>
<th>PHYSICIANS</th>
<th>ADMINISTRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Compensation/Base Salary</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>#2 Loan Forgiveness</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>#3 Other (Flex Scheduling, etc)</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>
### Recruiting Incentives

**What do Physicians Think?**

<table>
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<tr>
<th>Recruiting Incentive with Most Influence on Decision to Accept</th>
<th>PHYSICIANS</th>
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</thead>
<tbody>
<tr>
<td>#1 Compensation/Base Salary</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>#2 Other (Autonomy, Culture, etc.)</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>#3 Leadership Opportunities</td>
<td>14%</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Autonomy | Culture | Leadership Opportunities**
LOANFORGIVENESS
Retaining Rural Physicians

What do Administrators Think?

<table>
<thead>
<tr>
<th>Physicians</th>
<th>Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Reduced/More Flexible Work Schedule</td>
<td>25%</td>
</tr>
<tr>
<td>#2 Increased Compensation for Clinical/Leadership Duties</td>
<td>24%</td>
</tr>
<tr>
<td>#3 Retention Bonus</td>
<td>17%</td>
</tr>
</tbody>
</table>
## Retaining Rural Physicians

### What do Physicians Think?

<table>
<thead>
<tr>
<th>Most Compelling Incentive to Stay Five More Years</th>
<th>Physicians</th>
<th>Administration</th>
</tr>
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<tr>
<td>#1 Increased Compensation for Clinical/Leadership Duties</td>
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<td>24%</td>
<td>#2 Increased Compensation for Clinical/Leadership Duties</td>
</tr>
<tr>
<td>#10 Retention Bonus</td>
<td>3%</td>
<td>#3 Retention Bonus</td>
</tr>
</tbody>
</table>

**COMP FOR LEADERSHIP | FLEXIBILITY**
Practical Considerations

- Recruitment
- Retention
Jackson Survey Link