



Marketing Rural

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Rural Health Voice Conference | November 20-21, 2019 | New College Institute

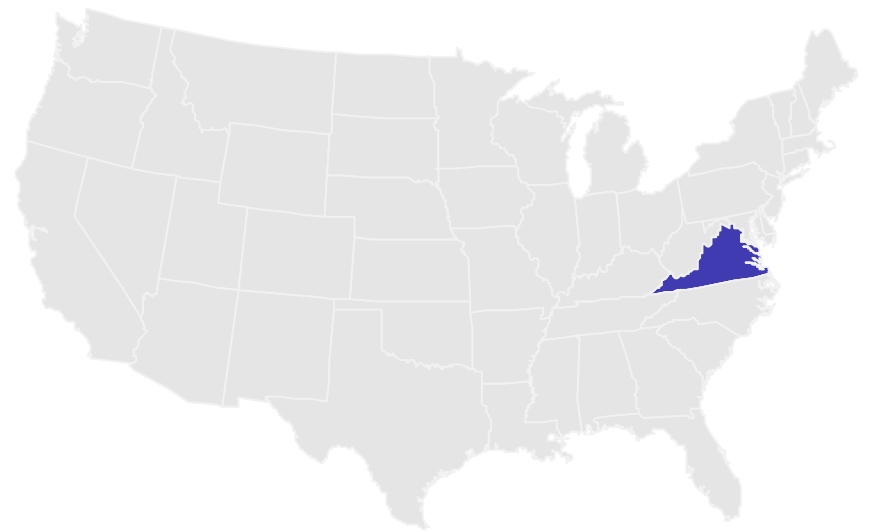
What is Our
Current
State?



Workforce

2013-2015

U.S. Physician Supply +
16,000



Rural Physician Supply —
1,400

Workforce

2013-2015

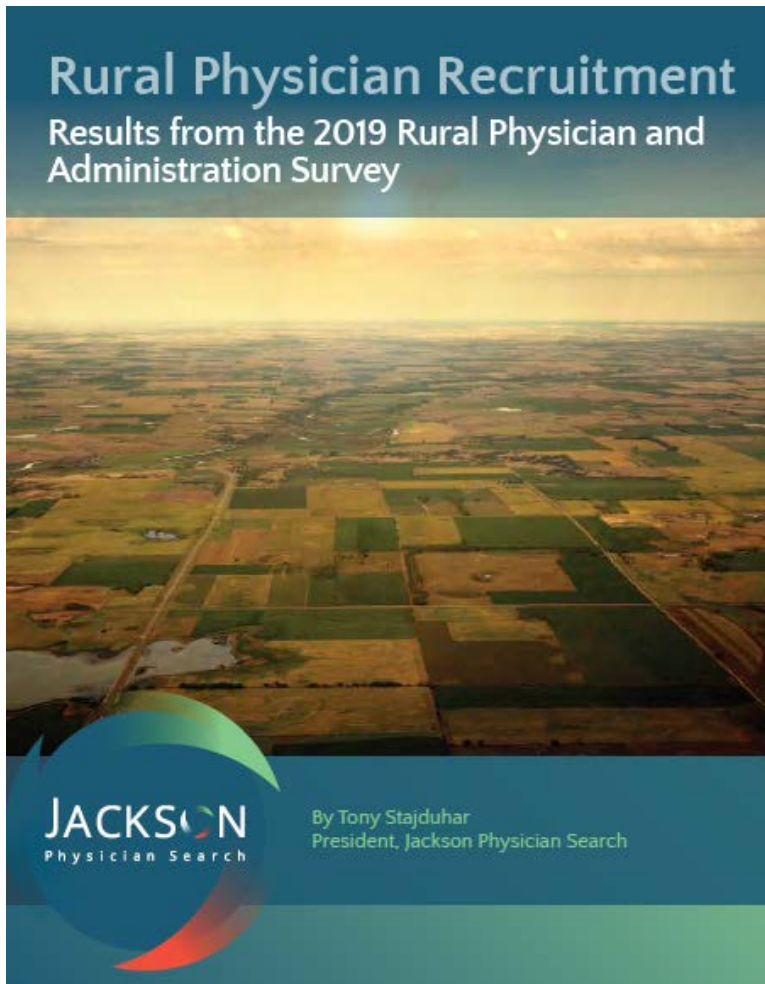
U.S. Physician Supply +
16,000



Rural Physician Supply —
1,400

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

What do Administrators Think?



Top Factors

What do Physicians Think?

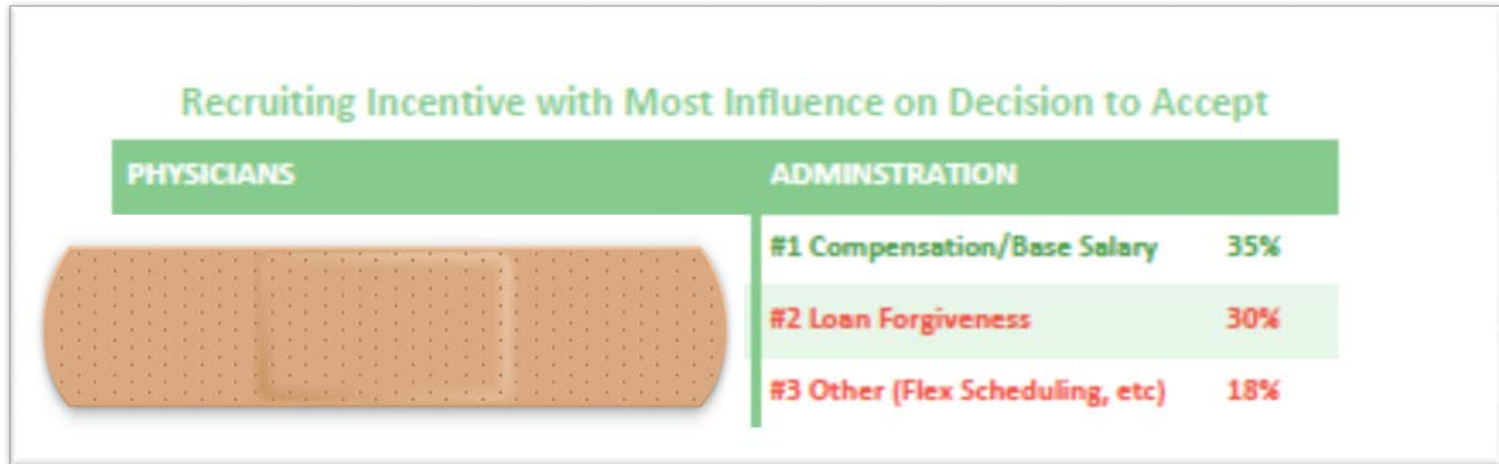
Top Factors for Choosing a Rural Practice Location	
PHYSICIANS	ADMINISTRATION
#1 Community Culture	#1 Compensation
#2 Compensation	#2 Preference/Needs of Spouse/Partner
#3 Proximity to Family/Friends/Colleagues	#3 Offer of Loan Repayment



CONNECTION | COMFORT | CONFIDENCE

Recruiting Incentives the Work

What do Administrators Think?



Recruiting Incentives

What do Physicians Think?

Recruiting Incentive with Most Influence on Decision to Accept

PHYSICIANS		ADMINISTRATION	
#1 Compensation/Base Salary	31%	#1 Compensation/Base Salary	35%
#2 Other (Autonomy, Culture, etc.)	30%	#2 Loan Forgiveness	30%
#3 Leadership Opportunities	14%	#3 Other (Flex Scheduling, etc)	18%

Autonomy | Culture | Leadership
Opportunities





LOANFORGIVENESS

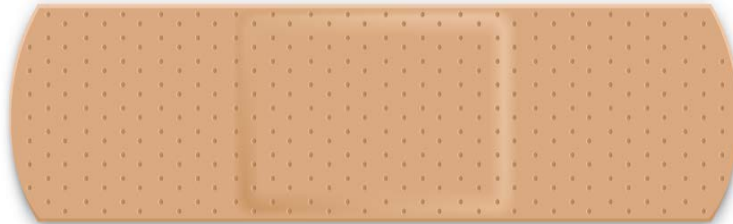
Retaining Rural Physicians

What do Administrators Think?

Most Compelling Incentive to Stay Five More Years

PHYSICIANS

ADMINISTRATION



#1 Reduced/More Flexible Work
Schedule

25%

#2 Increased Compensation for
Clinical/Leadership Duties

24%

#3 Retention Bonus

17%

Retaining Rural Physicians

What do Physicians Think?

Most Compelling Incentive to Stay Five More Years

PHYSICIANS		ADMINISTRATION	
#1 Increased Compensation for Clinical/Leadership Duties	33%	#1 Reduced/More Flexible Work Schedule	25%
#2 Reduced/More Flexible Work Schedule	24%	#2 Increased Compensation for Clinical/Leadership Duties	24%
#10 Retention Bonus	3%	#3 Retention Bonus	17%

COMP FOR LEADERSHIP | FLEXIBILITY



Practical Considerations

- Recruitment
- Retention



Sharing
Best
Practices



Jackson Survey Link

<http://bit.ly/jacksonsurv>

