Marketing Your Rural Opportunity to Candidates

Mandi Gingras
3RNET Director of Education

Education by the Nation’s Most Trusted Resource for Health Professionals Seeking Careers in Rural & Underserved Communities.
3RNET is the nation’s most trusted resource for health professionals seeking careers in rural and underserved communities.

- Powered by the National Rural Recruitment and Retention Network since 1995 -
  - 3RNET Network Coordinators
    - Provide outreach to rural and underserved employers to promote job opportunities
    - Connect mission-minded health professionals with rural and underserved employers
    - Knowledgeable on state-specific job search resources
      - Loan Repayment, Visas, Health Professional Shortage Areas (HPSAs), & more

- Job Board - 3RNET.org

- Education - Recruiting for retention best practices

- Resources & Tools to support recruitment and retention
Virginia

View available jobs in our interactive map below

Search All

SEARCH

Olivette Burroughs
Virginia 3RNET Network Coordinator
Tel: 804-684-7435
Olivette.Burroughs@svh.virginia.gov

“Virginia offers health professionals the best of both worlds: ample professional opportunities, and an enjoyable, exciting, reasonably priced lifestyle. We place health professionals in underserved areas, but also work to match health professionals to communities they are comfortable working in to enhance their experience.”
Effective Candidate Marketing & Sourcing for Rural Communities

- **Rural**: Identifying what makes RURAL unique
- **Candidate**: Writing a candidate-focused job advertisement – What is important to the candidate?
- **Marketing**: Marketing your rural opportunity & conveying your culture
- **Inclusive**: Avoiding bias in your job posting and showing your commitment to DEI
- **Sources**: Sourcing strategies and resources for rural
Look familiar?
New Normal: Virtual Handshake

- Job Postings are first glimpse into who you are, write them to be candidate-focused
- Link to your website - Consider as a recruitment tool and extension of your job posting
- Leverage social media
- Include employee testimonials
- Describe your culture and convey your mission
- Promote your DEI initiatives and benefits
- Include Community information
- Mobile-friendly is a must
How do we market to the candidate?

CANDIDATE MOTIVATIONS

- Compensation
- Scope of Practice
- Loan Repayment
- Practice Support
- Family Satisfaction
- Positive Culture
- Work/Life Balance

High Salaries?

Loan Repayment?

Boating/fishing?

Is an advantage, still an advantage, when everyone offers it?

Hiking/biking?

What factors make ourselves stand out from our competitors?

Unique Benefits?
Factors to Market Your Rural Community

Identify & Communicate Strengths, Invest in Challenges

3RNET Resource Guide
Explores key factors in recruitment and retention for rural facilities:
• Geographic Factors
• Economic Factors
• Scope of Practice Factors
• Medical Support Factors
• Hospital & Community Support Factors

3RNET Factors Book
Candidate Perspective

- What will the practice look like?
- How busy will I be?
- Who will I work with?
- Special requirements?
- Eligible for loan repayment or visa?
- Community offerings
- Why are you recruiting for this position?
Answer These Candidate Questions

BELONGING
Am I the kind of person you’re looking for?
Acceptance

FULFILLMENT
Will I be content?
Engagement

ESTEEM
Will I be respected?
Employer of Choice

PROSPERITY
Will I thrive?
Employer of Choice
What’s YOUR competitive advantage:

**BELONGING**: Your Story, Employees’ Stories, Teamwork

- We’re seeking a motivated, mission-driven nurse who is looking to be a part of our growth, as well as their own.

**ESTEEM**: Leadership, Professional Development, Opportunities to Teach, Employer of Choice

- We provide a culture of respect where our team can thrive. We empower one another to continually grow and improve our team-based approach to care.

**FULFILLMENT**: Quality Care, Clinical Autonomy, Making a Difference

- We see patients from pre-birth and up, from all walks of life. We pride ourselves on our ability to provide healthcare for all aspects of our patient’s health and wellbeing.

**PROSPERITY**: Culture, Loan repayment, Competitive pay, Benefits

- We emphasize the health and wellbeing of our team members as much as we do for our patients.
Generations in the Workplace

**Boomers** 1946-1964 (age 58-76) 71 million
Want:
- Flexible hours
- Stability
- Healthcare

**Gen X** 1965-1980 (age 42-57) 65 million
Want:
- Growth
- Work/Life Balance
- Stability

**Gen Y (Millennials)** 1981-1996 (age 26-41) 72 million
Want:
- Growth
- Mentorships
- Flexibility
- Ability to Engage Digital

**Gen Z** 1997-2012 (age 10-25) 68 million
Want:
- Learning Opportunities
- Flexibility
- Virtual
- Contribution to Company

**Tactics:**
- Digital
- Traditional
- Get to the Point

**Tactics:**
- Digital Savvy
- Mobile Friendly
- Promote Day-to-Day of Role

**Tactics:**
- Company Culture
- Social Impact
- How They Fit In

**Tactics:**
- Company Culture
- Social Impact
- Entrepreneurial Mindset
Get Input from Staff

- What matters to them?
- Why do they work there?
- What attracted them to their position, organization, or community?
- Listen for key words and phrases that carry meaning and impact
- Share your job posting with your staff
- They can create a powerful marketing team to help you get the word out!
Get Input from the Hiring Manager

- How can we “sell” your job to candidates in a job post?
- What’s special about this team compared to other teams you’ve worked with?
- What are the ideal candidate traits?
- What do your best (Job Title) have in common? What would complement your team?
- Are there any requirements with this position?
- What would be a deal-breaker on a CV/resume?
- Are there any special skills or certifications, required or preferred?
Practice Environment

• **What will the practice look like?**
  Clinic and hospital facilities, equipment, electronic health records, services and procedures, teaching opportunities, training, support and professional development, culture and camaraderie

• **How busy will I be?**
  Patient volume, call schedule, patient referrals, marketing support, telehealth options, flexible schedules

• **Who will I work with?**
  Support staff, patient demographics, providers, access to specialists & other health professionals, administration

• **How will you keep me safe?**
  Risk mitigation, violence intervention strategies and trauma support, safety and violence prevention programs

• **Special requirements?**
  Certifications, skills, experience, loan repayment or visa eligibility

• **Why are you recruiting for this position?**
  Replacement, retirement, growth, high turnover?
XYZ Community Health Center, Philadelphia, is seeking a Family Medicine Nurse Practitioner with the passion and skills to deliver high quality healthcare for all ages. XYZ has been providing services to residents of Philadelphia since 1973. You will join a vibrant healthcare organization that has grown to a staff of 50 providers with seven locations, delivering primary medical, dental and behavioral health care to more than 50,000 patients. Watch our video to learn why our nurse practitioners choose to work at XYZ.

A rewarding career with XYZ will offer you the opportunity to:

• Function as a key member of the healthcare team, often in a leadership role
• Provide high quality care that meets specific clinical metrics
• Serve as a mentor to team members and, if you desire, preceptor to nurse practitioner students
• Give critical feedback and insights to help XYZ constantly improve
• Enjoy the clinical autonomy to practice at the top of your licensure
• Make a positive difference in the lives of your patients every day

XYZ is a registered site for the National Health Service Corps and the Pennsylvania state loan repayment program, giving you the opportunity to apply for $50,000 or more in loan repayment. We offer a salary that meets market values for the Philadelphia area and is based on experience. XYZ also provides $2,000 per year in continuing education and professional dues compensation, and your liability insurance will be covered under the Federal Tort Claims Act (FTCA).

Philadelphia is a vibrant urban center with a relatively low cost of living and many cultural and entertainment opportunities. This historic city, home to the nation's first hospital and some of the best universities, is only an hour and a half from beaches, mountains and farmland.

If we sound like the kind of dynamic, caring organization that meets your requirements, please send your CV to...
**New Year, New Career**—Join MCDC

Why work for My Community Dental Centers? As the largest dental non-profit organization in Michigan, as a team, we are enhancing community health by offering access to quality dental care for all. To hear more from our CEO, Dr. Deborah Brown, [Click Here](#).

Everything we do begins with the people within our organization. We believe in hiring talented, passionate people and providing competitive packages, along with learning and advancement opportunities that are all designed to make work-life balance accessible.

Pursue your dreams while you lead and grow in your role as a Registered Dental Hygienist and beyond.

---

**Earn More with Industry-Leading Benefits**

When paired with our competitive compensation, our industry-leading benefits are here to support you in your professional and personal journey. We offer:

- Health, Dental and Vision Insurance for you and your family
- Life Insurance, Short & Long-Term Disability
- 401(k) with Company Matchup to 5%
- Wellness Program & Gym Membership Benefits
- New Hourly Competitive Compensation, plus Monthly Incentive Opportunities

---

**Enjoy Your Personal Time**

- No Nights, Weekends, or On-Call Hours
- Generous Paid Time Off
- Holidays

---

**The Career & Support You Deserve**

Get the best of both worlds! Develop your skills as a leader, all while making a enormous impact in patients’ lives, no matter where you are in your career as a dental hygienist.

- **Clinical Leadership:** We are committed to being a different kind of dental provider—one that sincerely champions providing exceptional dental care while supporting and empowering individuality within our hygienists.
- **Continued Education:** Take advantage of reimbursement toward dental CE and/or professional membership dues, as well as financial assistance with Loupes. Ask for more details.
- **Mentorship & Development:** Get one-on-one mentorship with our experienced dental team members to accelerate your career. When it is time for the next step in your professional journey, we are ready to help you reach your next destination with career path options that suit your professional and personal goals.
- **Technology:** We provide our staff with modern technology including electronic patient records, digital radiography, and state-of-the-art dental equipment and more.

---

**Employed Group – Single Hospital Coverage w/ 1:5 Call**

McLaren Flint is recruiting an Obstetric & Gynecology Physician to join an established 4 person employed group in Flint, Michigan. Step into a ready-made practice and assume a robust patient base. Enjoy a collegial relationship with colleagues who have a great reputation with the community. McLaren offers a Level I newborn nursery with 24/7 on-call Neonatology coverage and Level II maternity care. Operate with a cohesive surgical team in the inpatient OR and a convenient outpatient surgery center. McLaren has state-of-the-art surgical equipment including two DaVinci Surgical Systems.

**Career satisfaction begins with:**

- Excellent mentorship with experienced providers, shared call of 1:5
- Steady surgical volume and more than 100 deliveries annually per provider.
- Expertly managed office with qualified staff to ensure patient satisfaction.

The Family BirthPlace at McLaren includes 13 home-like maternity suites for labor, delivery, recovery and post-partum care. Academic affiliation with Michigan State University offers teaching component with Family Medicine Residency program.
Conveying Culture

Examples

Terros Health is a health care company focused on the whole person, providing primary care and specializing in mental health and substance use treatment for over 50 years. We help people live their lives in recovery and we save lives every day. Our vision is to provide extraordinary care by empowered people, achieving exceptional outcomes. We are guided by our core values of integrity, compassion and empowerment, with diversity woven throughout. Together, we are Inspiring Change for Life!

If you are interested in working for one of the State’s Leading Healthcare Organizations that promotes Integrity, Compassion, and Empowerment, we encourage you to apply! If you are energized by helping people during their most challenging times, this vital opportunity will be rewarding.

Our culture

Being healthy isn’t just about physical health. We are big believers in creating and fostering a healthy, vibrant work culture where staff can thrive, find opportunities for growth, have great friendships, enjoy work-life balance, and feel fulfilled and passionate about coming to work.

We are dedicated to finding ways to help our team learn, develop, grow and have fun on the job. We offer a variety of learning opportunities through our education department and have programs for staff to recognize each other, win fun awards and see how much we appreciate them.

Here at Bitterroot Health, we understand that we exist because of our team. So it’s

Careers with My Community Dental Centers

Why work for My Community Dental Centers? Because we believe that, together as a team, we can enhance community health by offering access to quality dental care for all. Quality care takes all of us working together every day towards our mission, vision and values. We are innovative, smart and entrepreneurial. We value thoughts and suggestions for improvement, including those from our employees.

We invite you to start or grow your career at one of our extraordinary 30+ locations throughout Michigan. Apply for a job today and take the first step toward becoming a part of something impactful.
Examples Showing DEI Commitment

**ADP:** We believe our people make all the difference in cultivating an inclusive, down-to-earth culture that welcomes ideas, encourages innovation, and values belonging.

**BiState PCA:** We recognize and honor the diversity in perspectives and lived experiences of our colleagues, members, and community, fostering an inclusive organizational culture that respects and values every member of our community. We value honest, open, and direct communication and often use a team-based approach. We encourage each other to achieve work-life fulfillment.

**Clover Health:** We value diversity - in backgrounds and in experiences. Healthcare is a universal concern, and we need people from all backgrounds and swaths of life to help build the future of healthcare.

- **74%** of job seekers say a company’s DEI investment is important to them
- **62%** would turn down a job offer if org didn’t support DEI initiatives
Diversity, Equity and Inclusion (DEI)

Creating a culture that celebrates differences and letting people be themselves to reach their potential is a powerful tool in your toolkit.

- Established or situationally formed groups based on identities
- Seasoned staff meet with new staff in pairs or cohorts for mentorship
- Leaders hold regular office hours for staff to give feedback, address concerns, and explore new ideas
- Recognition to increase productivity, boost morale, and reinforce purpose
- Out-of-office activities: movie nights, community service outreach, potlucks, bingo, yoga, food drives - Encourage staff to host their own events, and sponsor those events
- Mediation rooms; Nursing rooms for pregnant people with supplies
- Ask staff of naming/pronoun preferences
- Offer inclusive language training to staff; DEI/Cultural Humility
- Ask staff of recognition preferences
- Learn and use the “Workplace Love Languages” for all employees
- Regular supervisor training; Bias awareness training for interview teams
- Communicating with staff
- Service Excellence program
- Mentorship program
- Encourage staff to use their “development dollars” and give them time to do so
- Training on engaging remote (and rural) workers
- Organizational culture audits, Host feedback sessions

ACU JEDI Tool: Building an Inclusive Organization Toolkit
Website – Virtual window into your facility

Consider as a recruitment tool
- Info on providers, teams, patients, services
- Mission, vision, values
- Employee testimonials
- List all job openings – Use keywords for SEO

Include community information
- Things to do, schools, shopping, dining, location to nearest airport
- Travel and Tourism
- Chamber of Commerce
- Include photos & videos

Ease of use/mobile friendly
- How many clicks to find Careers?
- Clear call to action
- Simple application process
- Share button for jobs
- Sign up for notices/updates
Leverage Social Media to Enhance your Recruitment

- Post jobs
- Share posts with staff to share within their network circles
- Promote your culture
- Staff Recognition/Appreciation
- Awards/Achievements
- Promote your community and attractions
- Share state/community accolades
- Use social media ads to target a small or a national audience

49% Users follow companies on social media to learn about their job openings

79% Job seekers are using social media during their job search
Develop a Sourcing Plan

Plan
Start each search with an all-inclusive sourcing plan – include contact info, website, pricing, dates/terms, candidate reach

Include
Include networking, employee referrals and pipeline program strategies

Google
Conduct a Google search to help identify new channels for job boards and training programs

Budget
Stretch your budget – free/low cost, non-profit discounts, 1-3 month trials for more expensive strategies for hardest to fill jobs

Track
Track your progress, subscriptions, frequency, and results
## Sample Sourcing Plan

| Specialty  | Tactic Type     | Candidate Reach | Resource | Association Website | Candidate Website | Candidate Email | Terms                  | Cost     | Subscription Date | Job Board | Annual Conference Date | Annual Conference Location | Annual Conference Cost | Account Login | Account Password | Lead Recruiter | Target Goal | Q1 Results | Q2 Results | Q3 Results | Q4 Results | Notas |
|------------|-----------------|-----------------|----------|---------------------|-------------------|------------------|-------------------|----------------------|----------|---------------------|-----------|----------------------|------------------------|--------------------|--------------|-----------------|----------------|------------|-----------|-----------|-----------|-----------|-------|
| Psychiatrist | Job Board      | 1,322           | NHSC     | 3RNET.org           | www.3RNET.org     | Network Coordinator | 123-456-7890 Smith@website.com | Free to post, Register as Employer | Free     |                      |           |                     |                        |                    |              |                 |               |           |           |           |           |           |       |
| Psychiatrist | Job Board      | 4,388           | CareerMD | www.careermd.com    | www.careermd.com  | Free to post, Register as Employer | Free     |                      | Free     |                      |           |                     |                        |                    |              |                 |               |           |           |           |           |           |       |
| Psychiatrist | Prof Association | 4,388          | Assoc. of Medicine & Psychiatry | https://assocmedpsyc.org/ | https://assocmedpsyc.org/ | 60-day | $315 - $725 | 120-day | $315 - $725 | 120-day | $725 | 120-day | $315 - $725 | $725 |                      |                        |                    |              |                 |               |           |           |           |           |           |       |
| Psychiatrist | Prof Association | 4,388          | Psychiatric Society | (State specific) | www.ama.com | Free to post, Register as Employer | Free     |                      | Free     |                     |                        |                    |              |                 |               |           |           |           |           |           |       |
| Psychiatrist | Training Program | 4,388          | NHSC     | 3RNET.org           | https://ama.com | Free to post, Register as Employer | Free     |                      | Free     |                     |                        |                    |              |                 |               |           |           |           |           |           |       |
Time-Saving Tips

- Set calendar reminders for renewing or refreshing job posts and scheduling communication outreach with targeted audiences.
- Create a job post template and a one-page flyer that you can easily edit content for each position and upload to job boards or email in your outreach efforts.
- Add a column on your sourcing plan to keep account login and password information easily accessible.
- Keep one master sourcing plan with separate sheets for each individual search.
- Review your sourcing plan annually to measure your results and plan your strategies for the next fiscal year.
Where you source matters, find what works for you.
What sources are working today?

Recruitment:
- Online Job Boards
- Virtual Job Fairs
- Candidate Databases
- Specialty Advertising

Networking:
- Training Programs
- Employee Referrals
- Social Media Channels
- Pathway Programs

Retention:
- Professional Development
- Career Ladders
- Skills Training
- Leadership Development
Rural Specific Sources

Rural Specific Job Boards
- 3RNET.org
- HRSA Health Workforce Connector
- National Rural Health Association Career Center

Rural Virtual Job Fairs
- HRSA Virtual Career Fairs
- PracticeMatch Rural Virtual Career Fair
- CareerMD Rural Health Virtual Career Fair

Rural Training Track Programs
- Accredited Rural Physician Residency Programs – The RTT Collaborative
- Targeted Rural Underserved Track (TRUST) Program
- ACGME Designated Rural Track Program Directory
- Rural GME Regional Hubs
Provider Job Boards and Candidate Databases

- 3RNET, NHSC, NACHC, NNOHA, CareerMD
- PracticeLink, PracticeMatch, HealtheCareers
- Profiles Physician Database, Indeed
- Professional associations
- Niche job boards
Health Professional Sources

- 3RNET job board
- Linked In, Twitter interest groups, Facebook ads
- Indeed, ZipRecruiter, SimplyHired, JobList, Glassdoor, CareerBuilder, etc
- Your State job board - JobsintheUS.com
- Niche job boards - ihirenursing.com, ihiredental.com, etc
- Professional association job boards/career centers - national and local chapters, student chapters
- Handshake Career fairs – In-state, regional and national training programs
- Training programs (Directory of Accredited Programs)
- Pipeline and pathway programs, HOSA and AHEC program collaboration
Behavioral Health Professional Sources

- Niche job boards –
  - Mentalhealthwork.com (free job board)
  - ihiementalhealth.com
  - BehavorialHealthJobs.com
  - Psychologyjobs.com
  - Mental Health America, etc
- Professional association job boards/career centers - national and local chapters, student chapters
  - ADAA, NASW, NAADAC, AMHCA, ACA, etc
  - SAMHSA – list of additional job boards
DEI Recruiting Sources

- National Hispanic Medical Association - nhmamd.org
- Association of American Indian Physicians - aaip.org
- National Medical Association - nmanet.org
- National Black Nurses Association - NBNA.org
- National Association of Hispanic Nurses - nahnnet.org
- Professional Diversity Network – prodivnet.com
- DiversityJobs.com
- Circaworks.com
- DiversityWorking.com
- HireAutism.org
- RecruitDisability.org
- https://www.inclusivetherapists.com/jobs
Takeaways

- Develop a sourcing plan to prioritize your strategies and budget
- Identify new sourcing channels, cast a wide net
- Understand what candidates are looking for
- Create compelling job postings that are *candidate focused*
- Identify your unique rural strengths & challenges
- Be inclusive and avoid bias
- Promote your unique benefits and use your website and social media as a recruitment tool
- Your mission and your culture can set you apart – share your stories in your messaging!
Thank you!