

***STAFFING YOUR CHC WITH
NATIONAL HEALTH SERVICE
CORPS RECRUITS:
RPCN'S SUCCESS STORY***

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REGIONAL PRIMARY CARE NETWORK

RPCN...OUR STORY

1964: *Neighborhood Health Centers of Monroe County* (NHCMC) was founded in response to the civil unrest (race riots) sweeping across the nation.

- Promoted local economic development
- Job training
- Nutritional counseling
- Sanitation
- Social Services

RPCN...OUR STORY

Early 1980's – NHCMC became known as *Rochester Health Network (RHN)*.

- Mid 1980's – the name was changed to *Rochester Primary Care Network (RPCN)* and succeeded RHN as the Section 330 Grantee
 - ❖ Care provided by partner organizations through a foundation model

RPCN...OUR STORY

2010- Moving away from the legacy “foundation” model to a hybrid

- RPCN directly provides care through RPCN-owned centers
- Continued supporting affiliated centers through a sub-recipient model

2011- Rochester Primary Care Network adopted the name *Regional Primary Care Network*

- to reflect its growth beyond its Rochester roots and increasingly non-Rochester patient population

REGIONAL PRIMARY CARE SITES

- Directly Owned and Operated Centers include:
 - Rushville CHC
 - Utica CHC
 - Wayne CHC
 - Livingston CHC
 - Community Dentistry - Finger Lakes
 - Community Dentistry- Utica
- Affiliated Centers in Rochester include:
 - Unity Health System: 7 sites
 - Rochester General Health System: 5 sites and 5 SBHCs
- 91,000 unique patients (2013 UDS)

RPCN/NHSC RECRUITS BY THE NUMBERS

Current Staffing:

(Direct Care Sites – reflects both full and part time)

- Medical
 - Physicians: 4 (75%)
 - ❖ 2 Currently are Loan Repayment Recipients
 - ❖ 1 Former Loan Repayment Recipient (recruited)
 - Mid-Levels: 3 (67%)
 - ❖ 1 Current Scholar
 - ❖ 1 Current Nurse Corps

RPCN/NHSC RECRUITS BY THE NUMBERS

- Dental
 - Dentist: 10 (80%)
 - ❖ 2 Former Loan Repayment Recipients (and both continued)
 - ❖ 3 Current Loan Repayment Recipients
 - ❖ 1 Current Scholar
 - ❖ 2 will apply for Loan Repayment at next cycle
 - Hygienists: 12 (42%)
 - ❖ 1 Former Loan Repayment Recipient (and continued)
 - ❖ 2 Current Loan Repayment Recipients
 - ❖ 2 will applying for Loan Repayment at next cycle

RPCN/NHSC RECRUITS BY THE NUMBERS

Open Positions

- ❖ 1 Mid-Level (Rushville Health Center)
- ❖ 1 Hygienists (Community Dentistry Program- Utica)

HPSA Scores are KEY!

- RPCN's HPSA Scores:
 - ❖ Primary Care=17
 - ❖ Dental=22
 - ❖ Mental Health= 20

HPSA Scores are KEY!

- Your scores reflect your primary administrative location.
 - RPCN's -Downtown Rochester (NONE of our directly managed sites operate in Rochester)
- We advocated that this be considered as the scores did not reflect the communities we serve.
- HRSA and the NYS Primary Care Office are willing to assist you.
- Submit an application for each site in your network for one score to be designated overall.

HPSA Scores are KEY!

Challenges:

- Lengthy process- need to stay on top of it!
- Find a person at HRSA and the NYS Primary Care Office who understands Network FQHC's (Sub-recipient model)
- Once your score is received you have to wait for the NHSC Site update. (6 months?)
 - ❖ Add it to your site description
 - ❖ Use it in your advertising

Why do *Applicants* decide to interview with RPCN?

- HPSA Scores
- Make the NHSC site inviting- we describe our site and our communities.
- We respond to inquiries immediately (coast to coast)
- Offer them an opportunity to be in an organization that is growing and may offer future growth.
- We emphasize their autonomy to practice in an quality driven environment that puts patients first.
- Recruit from local colleges/universities/residency programs- direct them to the NHSC!

RPCN's Selection Process

- **Telephone screen: Director, COO & HR Director**
 - Interview questions preplanned to understand if the applicant is:
 - ❖ Good fit for the organization?
 - ❖ Good fit for the location?
 - ❖ Good fit with their future peers/staff?
 - ❖ Good fit in the community ?

RPCN's Selection Process

- **Face to face interview and site/community tour (Host them!)**
 - Showcase your site and community by focusing on your strengths and by describing your areas that need improvement- no surprises!
 - ❖ Chamber of Commerce
 - Look for the good things. What do they like/need in a community (partners/spouses/families)?
 - ❖ Hockey/Baseball/Tennis
 - ❖ Theater/Museums
 - ❖ Hiking-Biking Trails/ Mountains
 - ❖ Wine Country/Brewery Tours!
 - ❖ Partner/Spouse employment?
 - ❖ Daycare?
 - ❖ Schools

Why do they select RPCN?

- HPSA Scores
- Competitive in salary and benefits for the position/geographic location
 - ❖ Salary surveys and market analysis conducted by our HR Director
- Continuing Education credits
- Bonus/Incentive program
 - ❖ Quality
 - ❖ Productivity
- Personal attention to detail
 - ❖ Begin with the interview and the
 - ❖ hiring process and continue with
 - ❖ the relocation process

Stay on top of it!

- Visit NHSC site and update it frequently
 - ❖ Manage Site Profiles
 - ❖ Job postings
- Get a contact at the NHSC who understands FQHC recruitment- calling the hotline may result in inconsistent responses.
- Sit in on a *Virtual Recruitment Forum*.
- Read the manuals.
- Work out a process with your payroll department for the in-service verification process.
- noreply@hrsa.gov } junk mail?

[Home](#)[Manage Site Profile](#)[RPCN Utica Community Health Center](#)[Manage Site Profile](#)[1 Update Site Info](#)[2 Upload Site Photos](#)

Manage Site Profile

* required field

Your Site Profile displays information about your site that job seekers can review. It is available through the [NHSC Jobs Center](#) photos and web links displayed on your Site Profile here.

[See an example of a site profile](#) ▶

STEP 1: DESCRIBE YOUR SITE

Site Name

RPCN Utica Community Health Center

Site Headline (limit 140 characters)

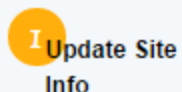
Provide a concise overview of your site's mission to assist a job seeker in understanding the most important aspects of your site

HPSA Score Updated 6/2013 Please check HPSA website under Rochester Primary Care Ntwk.

Site Description (limit 1000 characters) *

Enter a more detailed description of your site here. You may include important services you provide, features of your community, etc.

UCHC is owned and operated by the Regional Primary Care Network (RPCN) of Rochester, NY. UCHC opened in 2010 the first FQHC in Utica and remains the only FQHC for more than 45 miles to the west and 70 miles to the east. It offers compassionate, personalized health care and wellness-related education regardless of financial, cultural, or social barriers to primary medical care, general dentistry, behavioral health services and care coordination. Utica sits at the foothills of the beautiful Adirondack Mountains and is surrounded by pristine lakes, mountains, and trees.



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Enter a more detailed description of your site here. You may include important services you provide, features of your community, etc.

services and care coordination.
Utica sits at the foothills of the beautiful Adirondack Mountains and is surrounded by pristine lakes, mountains, and trees. Centrally located in NYS, Utica is approximately 250 miles from NY City, 90 miles from Albany, 45 miles from Syracuse and 180-200 miles from Niagara Falls and Canada. The city's population is approximately 65,000 and is very diverse. The Mohawk Valley Resource Center for Refugees has resettled more than 14,000 refugees and is the 4th largest refugee resettlement center/capita in the US. 50 languages are spoken.

STEP 2: VERIFY POINTS OF CONTACT

All points of contact for your site that are labeled as a "Recruitment Contact" will appear as points of contact on your site profile.


 Your changes have been successfully saved. It will be available on the NHSC Jobs Center.

[Home](#)
[RPCN Rushville Health Center](#)
[Recruitment Management](#)

Recruitment Management

Basic Site Information

BCRS ID

02056B

Site Name

RPCN Rushville Health Center

Address

2 Rubin Dr
Rushville, NY

Highest HPSA Scores

Highest Primary Care HPSA Score

17

Highest Dental HPSA Score

22

Highest Mental Health HPSA Score

20

Site Status

NHSC Status

Active (A)

NHSC Expiration Date

Not applicable

Use the options below to create and edit job openings at your site. Changes made will be reflected on the [NHSC Jobs Center](#).

OPEN POSITIONS

ID	Discipline	Specialty	Allocation	Eligible For	Posting Ex
103631	Nurse Prac. OR Phy. Assistant	Family Practice	Half-Time	NHSC Loan Repayment Program	01/01/2015

Challenges

- May have to interview several toads before you find your prince/princess! (...time consuming to find the right fit!)
- Providers have been hired who were in it for the Loan Repayment \$\$ and not the mission
- Providers have been hired who are completely mission driven and find it difficult to meet the balance between mission and CHCs as a business
- Turnover
 - ❖ Provider quality not present
 - ❖ Spouses/Partners unhappy
 - ❖ Finished obligation

Retention

- Recruitment doesn't end the day they sign a contract- It really starts the day they are hired- let's keep the them! (Our goal: Permanent replacements)
- Monitor their (employee/ partner/spouse/family) transition
- Respond to the NHSC monitoring tool
- Introduce *NHSC Scholars as Scholars*
- Use NHSC recognition as you announce them in the local paper- news releases.

NHSC RECRUITMENT IS DEFINITELY WORTH THE TIME AND EFFORT!

“Gardens are not made by singing 'Oh, how beautiful!' and sitting in the shade.”

— *Rudyard Kipling*

<http://www.goodreads.com/quotes/tag/diligence>

Thank you!

Contact me at jcarzo@rpcn.org