

# ORH Community Conversations

## Addressing workforce shortages in rural Oregon

BILL PFUNDER- INCENTIVE PROGRAMS MANAGER

TRIXIE ORTIZ- RECRUITMENT AND RETENTION

*The mission of the Oregon Office of Rural Health is to improve the quality, availability and accessibility of health care for rural Oregonians.*

*The Oregon Office of Rural Health's vision is to serve as a state leader in providing resources, developing innovative strategies and cultivating collaborative partnerships to support Oregon rural communities in achieving optimal health and well-being.*



## Who we are

- Oregon's Office of Rural Health (ORH)
- Created in 1979 by the Oregon Legislature & housed at OHSU

## What we do

- Collect & disseminate information
- Provide technical assistance
- Coordinate rural health activities
- Recruitment support for Oregon's underserved communities

Provider incentive programs aid in supporting underserved communities in their recruitment and retention of high quality providers.

The Office of Rural Health (ORH) partners with, the Oregon Health Authority (OHA) and the Health Resources Service Administration (HRSA) to offer a variety of programs, each with their own requirements and benefits.

Loan Repayment programs offer tax-free funds for qualified health care providers working in approved disciplines at eligible practice sites, in exchange for a service obligation

Loan Forgiveness programs offer tax-free funding for qualified students enrolled in an approved academic program programs in exchange for a future service obligation.

**Full Time** means providing a minimum of 32 hours per week of direct patient care for a minimum of 45 weeks per service year.

**Part Time** means providing a minimum of 16 hours per week of direct patient care for a minimum of 45 weeks per service year.

### ORH's Site Application is:

- ORH's way of reviewing practice sites for participation in Oregon's Loan Repayment and Forgiveness programs.
- Required to be in place before providers from a site can apply to Oregon's Loan Repayment programs.
- Valid for one year from review date.

## Oregon Health Care Provider Loan Repayment

Oregon Health Care Provider Incentive Loan Repayment was established by the Oregon Legislature to help support underserved communities in their recruitment and retention of high quality providers. In exchange for service at a qualifying practice site, participants receive funds to repay qualifying educational loan debt.

<https://www.ohsu.edu/oregon-office-of-rural-health/oregon-health-care-provider-loan-repayment>

## Oregon Health Care Provider Loan Repayment

### Eligible provider types:

- Dentists in general or pediatric practice;
- Expanded Practice Dental Hygienists;
- Pharmacists;
- Physicians (MD, DO or ND) who practice in the specialties of family medicine or general practice, general internal medicine, geriatrics, pediatrics, or obstetrics and gynecology;
- Nurse Practitioners who practice in the specialties of adult primary care, women's health care, geriatrics, pediatrics, family practice, or nurse midwifery;
- Physician Assistants who practice in the specialties of family medicine or general practice, general internal medicine, geriatrics, pediatrics or obstetrics and gynecology;

## Oregon Health Care Provider Loan Repayment

To qualify a site must:

- Be located in a Health Professional Shortage Area (HPSA), or have a Facility HSPA; **OR**
- Be serving Medicaid and Medicare patients in no less than the same proportion of such patients in the county; **OR**
- Provides essential health care services to an underserved population, as determined by the Authority; **AND**
- Have a Site Application on file with the Oregon Office of Rural Health and have received confirmation of site qualification.

## Oregon Health Care Provider Loan Repayment

Full time service providers must commit to a 3 year minimum service obligation in exchange for a tax free award of 70% of their qualifying educational loan debt balance, up to \$50,000 per obligation year. Full time providers with less than \$29,000 in qualifying loan debt are eligible to receive up to 100% of qualifying loan debt, not to exceed the lesser of their total qualifying loan amount or \$20,000, in exchange for a 3 year service obligation.

Part time service providers must commit to a 3 year minimum service obligation in exchange for a tax free award of 35% of their qualifying educational loan debt balance, up to \$25,000 per obligation year. Part time providers with less than \$15,000 in qualifying loan debt are eligible to receive up to 100% of qualifying loan debt, not to exceed the lesser of their total qualifying loan amount or \$10,000, in exchange for a 3 year service obligation.

## Oregon Health Care Provider Loan Repayment

- Site and provider applications and are accepted year round.
- Awards are made 4 times a year.
- The current provider award review cycle closes on Noon (Pacific Time) on September 7th, 2023
- The next provider award review cycle closes on Noon (Pacific Time) on November 9th, 2023

## Oregon Partnership State Loan Repayment Program (SLRP)

SLRP is an incentive program for primary care providers working at approved practice sites in Health Professional Shortage Areas (HPSAs). SLRP is funded by the Health Resources and Services Administration (HRSA).

In exchange for loan repayment funds SLRP requires a minimum initial 2 year service obligation for full time providers, and a minimum 4 year service obligation for part time providers.

Providers may qualify for up to two 1 year continuations beyond their initial service obligation, contingent on the on provider's remaining eligible loan debt amount, and availability of program funds at time of the continuation application submission.

<https://www.ohsu.edu/oregon-office-of-rural-health/oregon-partnership-state-loan-repayment-program-slrp>

## Oregon Partnership State Loan Repayment Program (SLRP)

### Eligible provider types:

- Allopathic or Osteopathic Physicians specializing in Family Medicine, General Pediatrics, General Internal Medicine, Gerontology, General Psychiatry or Obstetrics/Gynecology
- Primary Care Nurse Practitioners
- Primary Care Physician Assistants
- Certified Nurse-Midwives
- Dentists (DMD/DDS)
- Expanded Practice Dental Hygienists
- Licensed Mental Health or Behavioral Health Professionals: Clinical or Counseling Psychologists, Clinical Social Workers, Professional Counselors, Marriage and Family Therapists
- Psychiatric Nurse Specialists
- Registered Nurses
- Pharmacists
- Certified Alcohol Drug Counselor IIIs (Master Degree required)

## Oregon Partnership State Loan Repayment Program (SLRP)

Practice sites must be:

- Non-profit (public or private); **AND**
- Located in a Health Professional Shortage Area (HPSA); **AND**
- Providing outpatient, ambulatory, primary medical, mental and behavioral, and/or dental services; **AND**
- Providing services on a free or reduced fee schedule basis to individuals at or below 200% of the federal poverty level; **AND**
- Approved by ORH to participate in the SLRP with a Site Application on file that is no more than one year old.

## Oregon Partnership State Loan Repayment Program (SLRP)

Full time providers may receive up to a total of 50% of their qualifying educational debt, up at a maximum of \$25,000 per obligation year, for an initial two-year obligation.

Part time providers may receive up to a total of 25% of their qualifying educational debt, up at a maximum of \$12,500 per obligation year, for an initial four-year obligation.

After successful completion of an initial SLRP service obligation providers may apply for a one-year continuation. Providers who qualify and receive a continuation will be awarded up to 60% of their remaining qualified educational debt, up at a maximum of \$25,000.

After successful completion of their first continuation providers may apply for a second, one-year continuation. Providers who qualify and receive a second continuation will be awarded up to 60% of their remaining qualified educational debt, up at a maximum of \$25,000 per obligation year for an additional one-year obligation.

## Oregon Behavioral Health Loan Repayment Program

As part of its Behavioral Health Workforce Initiative, the Oregon Health Authority (OHA) established the Oregon Behavioral Health Loan Repayment Program. The program supports behavioral health care workers who:

- Represent and/or serve underserved communities in Oregon, and
- Serve people regardless of their health care coverage (e.g., Medicaid, Medicare, or private insurance) or ability to pay.

<https://www.oregon.gov/oha/HSD/AMH/Pages/Loan-Repayment.aspx>

## Oregon Behavioral Health Loan Repayment Program

In exchange for two years of service, program participants will receive a tax-free award of funds to repay qualifying undergraduate and post-graduate loan debt. OHA may also consider other educational loan debt. OHA will calculate awards based on the participant's balance owed on qualifying loans.

For full-time workers (32+ hours per week), the award is 70 percent of their qualifying educational loan debt balance, up to \$50,000 per obligation year.

For part-time workers (16-31 hours per week), the award is 35 percent of their qualifying educational loan debt balance, up to \$25,000 per obligation year.

## Competing Service Obligations

Clinicians can only be under one service obligation (program) at a time. Participating in two programs at once is a violation of a participant's contract. Other programs include, but are not limited to, state, federal, or community sponsored incentive programs, and some employer-sponsored funds and programs.

Programs that are not a competing service obligation:

- Tax credits
- Rural Medical Practitioners Insurance Subsidy Program
- Public Service Loan Forgiveness (PSLF)

## Loan Forgiveness Programs

### Primary Care Loan Forgiveness (PCLF)

PCLF was designed to meet workforce needs in rural Oregon for primary care providers. PCLF participants are eligible for forgivable loans for tuition and fees only, in exchange for a service obligation to an approved rural Oregon practice site.

### Scholars for a Healthy Oregon Initiative (SHOI)

SHOI gives students the opportunity to make a difference in an underserved community in Oregon by offering full tuition and fees at an approved OHSU medical program in exchange for a service obligation upon graduation.

<https://www.ohsu.edu/oregon-office-of-rural-health/loan-forgiveness>

## Rural Medical Practitioners Insurance Subsidy Program

Reimbursement at the following percentages is allowed for policy limits not exceeding \$1 million per occurrence and \$3 million aggregate:

1. 80 percent for doctors specializing in obstetrics; and  
80 percent for nurse practitioners certified for obstetric care.
2. 60 percent for doctors specializing in family or general practice who provide obstetrical services.
3. Up to 40 percent for doctors and nurse practitioners engaging in one or more of the following practices: Anesthesiology; Family practice without obstetrics; General practice; General surgery; Geriatrics; Internal medicine; Pediatrics; Pulmonary medicine.
4. Up to 15 percent for doctors and nurse practitioners other than those included in one of above.

<https://www.ohsu.edu/oregon-office-of-rural-health/rural-medical-practitioners-insurance-subsidy-program>

## Rural Practitioner Tax Credit

Oregon provides a Rural Practitioner Tax Credit for the following licensures.

- Certified Registered Nurse Anesthetists
- Dentists
- Doctors of Medicine
- Doctors of Osteopathic Medicine
- Nurse Practitioners
- Optometrists
- Physician Assistants
- Podiatrists

<https://www.ohsu.edu/oregon-office-of-rural-health/tax-credits>

## Recruitment & Retention Services

### Rural Oregon - Where Opportunity Knocks.

Health care professionals are critical to the stability of medical services in rural and underserved areas. Recruiting and retaining hard-to-find health care professionals is one of the biggest challenges facing the health care industry today.

ORH supports employers, like you, in finding the ideal health care provider for your open position(s) for the long-term. Our staff work with providers looking for a rural/underserved experience. We understand rural life is not for everyone and that lifestyle is as important as a clinical match.



The Oregon Office of Rural Health is here to be a resource for you...where we believe in **Rural Oregon – Where Opportunity Knocks.**

## Recruitment & Retention Services

### Rural Oregon - Where Opportunity Knocks.

ORH provides many recruitment and retention technical services...

- Practice Site Assessment
  - **Strategic physician recruiting anticipates turnover, identifies patient needs, considers the organization's goals and seeks to fill gaps in available services. Proactive, data-driven recruiting plans begin with a community and practice needs assessment.**
- Assistance with Practice Profile Development
  - **Providers have a myriad of opportunities and often know exactly what they're looking for in a new position. That's why it's important your job description offers the right details to draw the attention of top-quality candidates. Look for Unique Selling Points (USPs) within your facility, community and compensation.**
  - **Ask yourself, "Why do I work here?"**
- Assistance with the Development of a Recruitment & Retention Plan
  - **To combat provider shortage, it is critical to develop a strategic recruitment and retention plan. Recruiting top providers can be an expensive and time-consuming process for hospitals and health systems, which is even more reason to do it efficiently.**
- Facilitate the marketing of current job opportunities and profiles on 3RNet
  - **We promote your job opportunity at various national and in-state conferences and job fairs. We promote opportunities at medical and dental schools, residencies, and other health professional programs. We also promote your open opportunities on our social media accounts and website.**
- We provide referrals of health professional candidates who have expressed an interest in job opportunities matching your facility.
  - **We encourage practicing in rural areas, such as yours, while working with health professionals as well as health professional students.**

## Recruitment & Retention Services

### ORH and 3RNet...working together for Rural Oregon **Rural Oregon - Where Opportunity Knocks.**

#### Mission-Minded Health Professionals

3RNet is the nation's most trusted resource for health professionals seeking careers in rural and underserved communities. No matter the position you're looking to fill, we're here to help.

By posting jobs on 3RNet, facilities gain access to:

- Tens of thousands of actively registered candidates (we don't make cold calls – every candidate has chosen to sign up)
- Hundreds of new candidates register each month
- Thousands of active job opportunities across the country

About 3RNet & 3RNet Members:

- 3RNet is powered by the Natural Rural Recruitment and Retention Network
- Rural and underserved health care employers trusted, national platform for promoting their job openings
- Network Coordinators support employers in rural and underserved communities with hiring and keeping mission-focused health professionals



**3 R N E T**

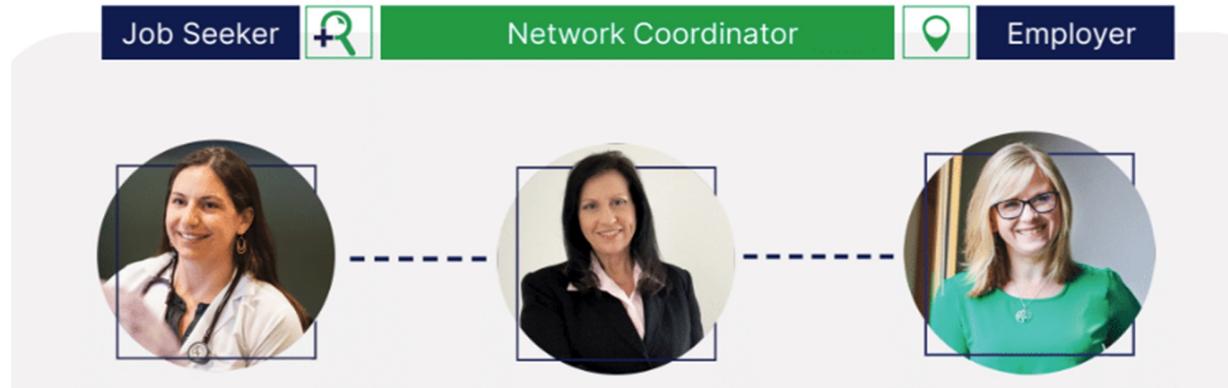
## Recruitment & Retention Services

### ORH and 3RNet...working together for Rural Oregon **Rural Oregon - Where Opportunity Knocks.**

#### “Recruitment”

Recruiting with a goal toward retention, or “recruitment” as a best practice is one of the core beliefs of 3RNET education. Recruitment is a term coined by one of 3RNET’s previous Executive Director’s, Tim Skinner.

#### How 3RNET Connects Communities & Health Professional Job Seekers



Source: [www.3rnet.org](http://www.3rnet.org)

## Recruitment & Retention Services

# ORH and 3RNet...working together for Rural Oregon Rural Oregon - Where Opportunity Knocks.

### Process & Teamwork are Key

Recruiting is not a one-person activity. Even in small facilities one person may wear many hats but it takes a team to successfully recruit and retain employees. A process is also important so that you can ensure that all activities, strategies and compliance items are performed to enable a successful outcome



### Recruitment is Both a Science & an Art

If recruitment was a science, you could follow a manual, and everyone would succeed.

If recruitment was an art, there would be no best practices or guidelines to follow.

The most successful outcomes come from those organizations that have the person recruiting following a process and also adapting strategies depending on their circumstance.



### Competition is Fierce, Therefore Communication Must be Candidate Oriented

Communication is key in every aspect of employment, but even before that relationship starts, it is especially essential to start off on the right foot. When communicating your opportunity to a candidate it is important to think through what you think is important versus what would be important to the candidate. You might have the best “**Wine**” in the world, but if the candidate doesn’t need or want it, the result is null.

### People & Tools Exist to Help You Recruit More Effectively

Those who work in the health care industry are always aware of the cost of doing business and that includes recruiting and retaining employees.

The good news is there are many organizations at the state and national level that have resources such as incentive programs to help you.

Along with those organizations there are many marketing and technology tools available which are low cost or free.



ORH and 3RNet...working together for Rural Oregon  
Rural Oregon - Where Opportunity Knocks.

**Oregon 3RNET Impact Statement (7/1/2022 - 6/30/2023)**



**Jobs**

**Jobs Posted or Updated**

Total number of jobs added or updated

**335**

**Jobs Active**

Total number of jobs active through last date in range (jobs are active three months).

**280**

**Jobs Views**

How many times your jobs were viewed.

**546209**

**Health Professionals**

**Location Page Views**

Number of times your location page was viewed during this time frame.

**4879**

**Health Professionals Logged In**

Active job seeking health professionals who logged in with an interest in your location

**1060**

**New Health Professionals**

Newly registered health professionals with an interest in your location who logged in.

**343**

**Employers**

**Employers Active**

Employers approved to post jobs in your location who logged in during this time frame.

**28**

**New Employers**

Employers approved to post jobs within your location.

**31**

**Referrals through 3RNET**

Number of health professionals referred to employers.

For example, one health professional sent to ten employers equals ten referrals.

**29807**



## Recruitment & Retention Services

### Rural Oregon - Where Opportunity Knocks.

### Final Thoughts...



#### Partnerships:

- [Oregon Office of Rural Health](#)
- AHEC - [Oregon AHEC's](#) mission is to improve the health of individuals in rural and underserved areas through education and workforce development.
- [Oregon Primary Care Association](#) (Job Posting available)
- [Northwest Regional Primary Care Association](#) (Job Posting available)
- Chamber of Commerce & City Council
- Realtor Association
- School District
- Community College



#### Rural Resources to aid in identifying strategies to communicate strengths and overcome challenges:

- [3RNET Factors to Market Your Rural Community](#)  
(Geographic • Economic • Scope of Practice • Medical Support • Hospital and Community Support)
- [Challenges Facing Rural Communities](#)
- [AHA Workforce Solutions: Recruitment and Retention Strategies in the Wake of the COVID-19 Pandemic](#)
- [Rural Health Information Hub](#)

## Recruitment & Retention Services

### Rural Oregon - Where Opportunity Knocks.

### Final Thoughts...continued

#### Rural Specific Sources for reaching candidates:

#### Rural/Underserved Specific Job Boards:

- [National Rural Recruitment & Retention Network \(3RNET.org\)](http://3RNET.org)
- [HRSA Health Workforce Connector](#)
- [National Rural Health Association](#) Career Center
- [National Association of Community Health Centers](#) Job Board
- [National Network for Oral Health Access](#) Job Bank

#### 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](#)

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## **OREGON OFFICE OF RURAL HEALTH**

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