



Provider Recruitment and Retention Training for Health Centers

Addressing Issues with Staffing, Recruiting and Retention in the Face of a Pandemic

October 27, 2020

HSO COVID-19 Monitoring Strategy Task Force Bureau of Primary Health Care (BPHC)

Vision: Healthy Communities, Healthy People



Background

HSO COVID-19 Monitoring Strategy Task Force

- Develops and Leads post-award monitoring activities related to COVID-19 supplemental funding awards – H8C, H8D, H8E, LAL ECT
- Collects data on recipient financial and clinical performance trends among
 COVID-19 <u>supplemental funding awards</u>
- Creates and Disseminates internal and external resources for program staff and Health Center Program/Look-Alike recipients implementing COVID-19 supplemental grant projects





Agenda

- ✓ Background & Learning Objectives
- ✓ Introduction of Presenters
 - Association for Underserved Clinicians
 - Community Health Centers, Inc.
 - Muskingum Valley Health Centers
 - National Health Service Corps
- ✓ Resources
- **√**Q&A





RESOURCES TO SUPPORT R&R DURING COVID-19 AND BEYOND

SUZANNE SPEER

ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED

THIS PROJECT IS SUPPORTED BY THE HEALTH RESOURCES AND SERVICES ADMINISTRATION (HRSA) OF THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS) AS PART OF AN AWARD TOTALING \$625,000 WITH 0 PERCENTAGE FINANCED WITH NON-GOVERNMENTAL SOURCES. THE CONTENTS ARE THOSE OF THE AUTHOR(S) AND DO NOT NECESSARILY REPRESENT THE OFFICIAL VIEWS OF, NOR AN ENDORSEMENT, BY HRSA, HHS, OR THE U.S. GOVERNMENT. FOR MORE INFORMATION, PLEASE VISIT HRSA.GOV





ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED

- Goals:
 - Access to Care
 - Primary Care Clinician Support
- Lenses:
 - Policy
 - Practice
 - Workforce





- Topics:
 - Medical Care
 - Behavioral Health/Mental Health
 Care
 - Vision Services
 - Oral Health
 - Health Information Technology
 - Pharmacy

BPHC NATIONAL TRAINING AND TECHNICAL ASSISTANCE PARTNER

- Focus:
 - Clinician Recruitment
 - Clinician Retention
- https://chcworkforce.org/





STAR² CENTER

Solutions, Training, and Assistance for Recruitment and Retention www.chcworkforce.org





STAR² CENTER

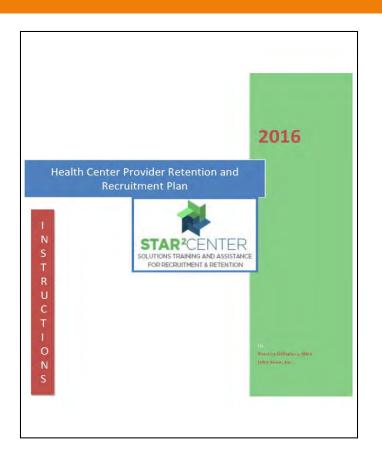
- National Cooperative Agreement initially awarded in 2014
- Funded by the Bureau of Primary Healthcare
- One of 21 National Training and Technical Assistance Partners (NTTAPs)
- Produces <u>FREE</u> Resources, Training and Technical Assistance







RESOURCE: RECRUITMENT & RETENTION PLAN TEMPLATE



- Assists health centers in developing a written R&R plan
- Can be tailored and changed to adapt to hiring practices during COVID-19
- Includes archived webinar & tools
- https://chcworkforce.org/acu-rrplan-template-resources





RESOURCE: FINANCIAL ASSESSMENT TOOL

- Actual costs of provider turnover
 - Separation Costs, Vacancy Costs,Recruitment Costs, Onboarding Costs
- Physician and non-physician tabs
- Downloadable Excel file
- https://chcworkforce.org/star%C2%B2center-financial-assessment-tool





Tangible Costs

A. Termination Costs

Cost

RESOURCE: BURNOUT ASSESSMENT TOOL

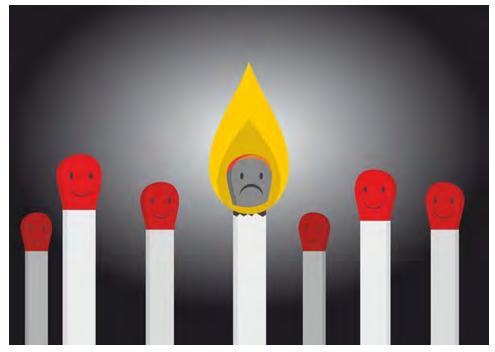


Image from Pixabay

- Assessment & recommendations for identifying and addressing burnout at the organizational level
- 7 questions, 5-10 minutes to complete
- https://chcworkforce.org/star%C2
 %B2-center-burnout-assessmenttool





RESOURCE: SELF-PACED COURSES

- 10 Courses on various recruitment and retention topics including:
 - Advertising and Sourcing Candidates
 - Building the Recruitment Team
 - Administrative Strategies for Improving Retention
 - Developing an Effective Employee Engagement Plan
- 101 and 201-level courses
- Roughly 30 minutes to complete
- https://chcworkforce.org/platforms#explore



STAR² CENTER SUPPORT



- Tools & Reports
- Webinars
- Individual Technical Assistance
- ...and much more in our Resource Library!





STAY IN TOUCH!

- clinicians.org
- chcworkforce.org
- sspeer@clinicians.org
- **-** 703-577-1206





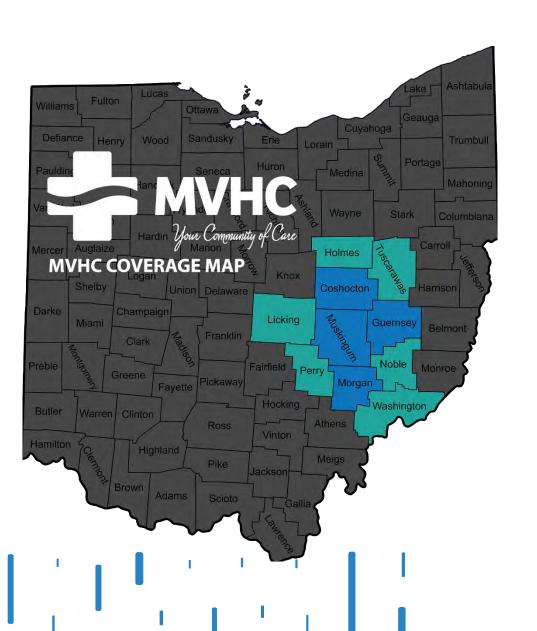


Provider Recruitment and Retention Training for Health

Centers: Addressing Issues with Staffing, Recruiting and Retention in the Face of a Pandemic



WHOWEARE



Founded in 2008, MVHC is a FQHC serving patients in Southeast Ohio.

Community Impact. Currently, MVHC serves over 43,000 patients on an annual basis which equates to 1 in 5 individuals in our coverage area utilizing MVHC services.

Quality. As an NCQA recognized patient-centered medical home, MVHC is committed to delivering high quality care to our patients. In 2020, MVHC was recognized by HRSA as a Gold Health Center Quality Leader

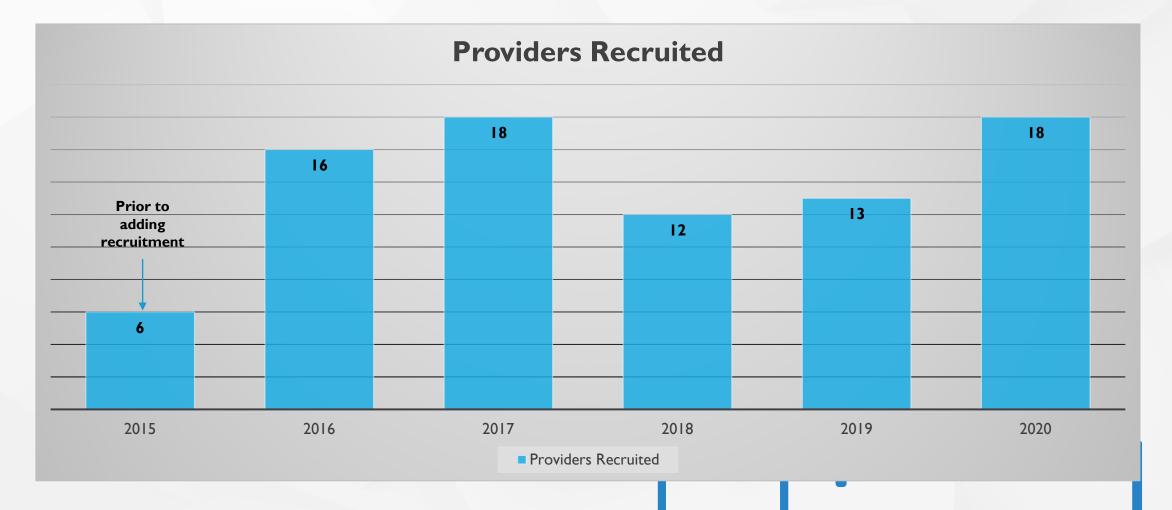
Impacting The Economy. With an annual budget of \$35 million, MVHC employs nearly 400 healthcare professionals and is constantly expanding in our market areas.

Locations. MVHC operates 11 locations in 4 counties resulting in 137,000+ annual patient visits.





MVHC RECRUITMENT TRENDS







MVHC RETENTION STRATEGY

 Measure: MVHC completes an annual provider satisfaction survey to measure numerous aspects of the employment experience.

Partnership: Medical Staff Leadership
 Committee – joint committee of executive
 leadership and medical directors as well as
 other members of the medical staff.
 Committee promotes an environment of
 transparency.

Appreciation and Recognition Events:

h://www.chc : r.

Annual provider recognition dinner, Annual mission awards, National Health Center Week employee recognition event, Family fun day and other events and celebrations.



OTHER RETENTION ACTIVITIES

Provider Retreats:

One day interactive team retreat to recharge and focus on process improvement opportunities.

Employment Contract Strategy:

MVHC's employment contract avoids restrictive language such as non-compete clauses and other items that could potentially cause conflict.

Flexible Schedules:

MVHC allows for flexible schedules to help the provider achieve a desirable work/life balance.

Patient Support Services:

MVHC offers a wide variety of support services that allow providers an opportunity to present patients with solutions to their challenges.

MVHC EMPLOYMENT **EXPERIENCE**

Management Philosophy:

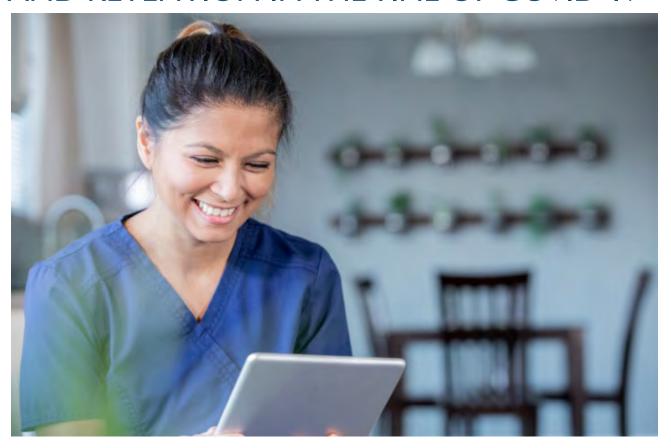
Management is focused on providing all staff members with a positive work experience. This philosophy is the foundation of MVHC's culture that ensures all team members are working to achieve their individual career goals.

Employment Culture:

The management philosophy has developed a culture that has given MVHC a reputation as an employer of choice.



REDEPLOYMENT, RECRUITMENT, AND RETENTION IN THE TIME OF COVID-19



Staying True to Mission, While Rapidly Adapting to Crisis

Karen Ashley, EdD Director of Education, Weitzman Institute

Amanda Schiessl, MPP Program Director, Co-Principal Investigator National Training and Technical Assistance Program, Weitzman Institute





COMMUNITY HEALTH CENTER, INC.

Locations and Service Sites in Connecticut

Federally Qualified Health Centers (FQHCs)

- Nation's largest safety net setting:1,352 FQHCs
- Located in designated high need communities
- © Caring for 28 million patients annually
- 93% served are below 200% poverty
- Public reporting on cost, quality, and utilization

CHC Profile

- Founding year: 1972
- Primary care hubs: 16; 204 sites
- Annual budget: \$120m
- Staff: 1,300
- Patients/year: 105,000; Visits/year: 600,000
- SBHCs across CT: 180; Students/year: 17,000
- Specialties: onsite psychiatry, podiatry, chiropractic
- National leaders in quality and innovation

Elements of Model

- Fully Integrated teams and data
- Integration of key populations into primary care
- Data driven performance
- "Wherever You Are" approach to special populations

Weitzman Institute

- QI experts; national coaches
- Project ECHO®— special populations
- Formal research and R&D
- © Clinical workforce development
- NNPRFTC / NIMAA / ConferMED







WEITZMAN INSTITUTE







Telehealth Innovation

- Weitzman ECHO
- ConferMED



Care Delivery Transformation

- Clinical Training& Specialty Support
- Weitzman Learning Academy

Located in Connecticut, Colorado, and California, **Weitzman Institute** is the first community-based research center established by a Federally Qualified Health Center.

Training the Next Generation

- Nurse Practitioner Residency Training
- Post Doctoral Psychology Residency Training
- National Institute for Medical Assistant Advancement (NIMAA)

Research

- Pain & Opioid Addiction
- Complex Care Coordination
- Behavioral Health Integration
- Elimination of Health Disparities
- Telehealth





National Reach















Postgraduate Residency Training Program Accredited by







THE PATH TO CHANGE

Objectives

- Describe the early COVID-19 landscape, the need for immediate change, and how we responded across staffing
- 2. Review clinical and non-clinical initiatives that were rapidly implemented
- 3. Describe examples of newly implemented procedures for staffing



PRE-COVID LANDSCAPE

Prior to COVID era all clinical services delivered on site face to face:

- CT mandated private insurances cover video telehealth but no mandate for Medicaid or Medicare
- Small trial in Behavioral Health for video telehealth
- GPE grant for training psychology students including telehealth development
- Asynchronous electronic clinical care
- Beginning to position ourselves for the revolution in clinical care we knew was coming

State wide clinical service delivery and national footprint:

- Zoom based administrative meetings
- Synchronous and asynchronous training through Weitzman Institute

Student training:

- Mostly face to face
- eSupervision in postdoctoral residency program
- Remote hosted nursing and psychiatric nursing residencies





REDEPLOYMENT, RECRUITMENT, AND RETENTION IN THE TIME OF COVID-19



Staying True to Mission, While Adapting to Crisis

Addressing necessary steps to ensure continuous quality care for CT's most vulnerable populations

- I. Reviewing the existing foundation
- 2. Implementing change rapidly
- 3. Refining the process





RAPID IMPLEMENTATION

- 1. Redeployment of Staff
 - No layoffs, no furloughs
- 2. Continuation of Care
 - Transition to telehealth







RAPID IMPLEMENTATION: REDEPLOYMENT OF STAFF



Clinical

- 1. Dentists- COVID Testing specimen collectors
- 2. Hygienists- COVID Testing registration and specimen handling support
- 3. Dental Assistants- COVID Testing registration

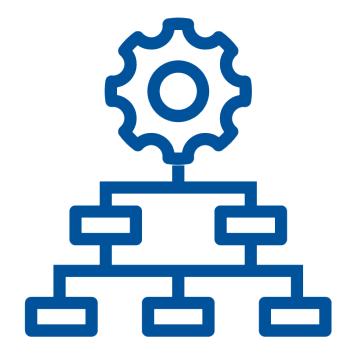




RAPID IMPLEMENTATION: REDEPLOYMENT OF STAFF

Clinical

- School Based Health Centers: Medical
 - COVID Triage Line
 - "Main Site" support
 - COVID testing patient call back
- 2. School Based Health Centers: Behavioral Health
 - Assess for increased BH patient need
 - Support Electronic Warm Hand Offs



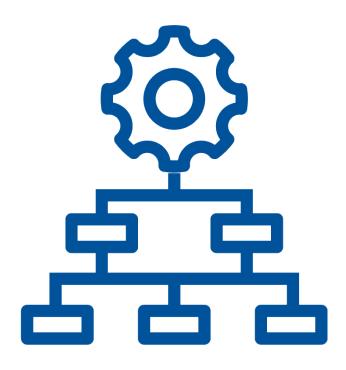




RAPID IMPLEMENTATION: REDEPLOYMENT OF STAFF

Non-Clinical

- 1. Operations
- 2. Research Teams
- 3. Access to Care
- 4. Patient Experience Team







RAPID IMPLEMENTATION: CONTINUATION OF CARE

Tele-Team Based Care and the Virtual Team

- 1. Provider-MA Dyads
- 2. Separation of RN staff
- 3. Virtual team members
 - Integrated care
 - Operational support







TRAINING STAFF TO AN EVER-CHANGING LANDSCAPE



Sample Training Video

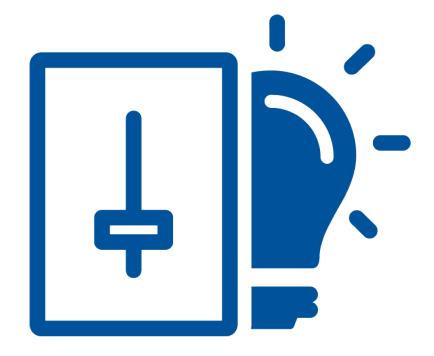
- Staff are trained by discipline and role
- One on one concierge training when necessary
- Clinical and operational Leaders directly supported all trainings
- Retrain to changing environment
- Create clear training materials for staff to refer to
- Record all trainings with access to all staff





REFINING THE PROCESS: DIMMER SWITCH

- I. Regulation changes
- 2. Reimbursement
- 3. Ongoing workforce planning
 - Regional COVID-19 rates
 - PPE supplies
 - Patient need (balance of telehealth and face-to-face)







MORE WORK TO DO PATH FORWARD

- 1. Addressing Integrated Model
- 2. Solidifying Logistics
- 3. Supporting Policies
- 4. Supporting Infrastructure
- 5. Continuing Communication
- 6. Road to new delivery model of care







SUMMARY











- 1. Assess the current state and leverage current foundation
- 2. Rapidly implement vital initiatives to maintain sustainability for patients and the organization
 - Re-deploy all available staff to support the overall operations
 - Build on current IT and EHR Systems
 - Centrally define a process for Virtual Visits and In Person Visits
 - Use Telehealth to expand access to key populations
- 3. Refine overall process over time
 - Track data and reevaluate goals
 - Continuous Trainings- incorporate COVID-19 practices and Telehealth
- 4. Consider the Path Forward

LEARNING COLLABORATIVE OPPORTUNITY

Fundamentals of Comprehensive Care Learning Collaborative

The 4-month participatory learning experience is designed to provide Federally Qualified Health Centers (FQHCs) that are beginning or restarting their move to high performance team-based comprehensive primary care with knowledge about the basic principles and best practices of care and the strategies to plan for implementation.

- The Collaborative will consist of four videoconference learning sessions with primary care teams from across the country.
- The action periods between sessions will include assignments and deliverables, and calls between health center coaches and CHCI mentor coaches to facilitate the uptake of the intervention.





RESOURCES

Weitzman Institute

- 1. Covid-19 ECHO Series: weitzmanlearning.org/coronavirus/1590-2/
- 2. NTTAP: weitzmaninstitute.org/NCA
- 3. Path Forward: weitzmanlearning.org/the-path-forward/
- 4. Leadership Coaching & Change Strategy Consultation: weitzmanlearning.org/coronavirus/covid-19-resources/
- 5. Telehealth Resources: https://www.weitzmaninstitute.org/telehealth-resources









NHSC 101

COVID-19 Task Force Webinar

October 27, 2020

Israil Ali | Director

Division of National Health Service Corps (DNHSC) Bureau of Health Workforce (BHW) Health Resources and Services Administration (HRSA)







The National Health Service Corps

- The National Health Service Corps (NHSC)
 builds healthy communities by supporting
 qualified health care providers dedicated to
 working in areas of the United States and its
 territories with limited access to primary health
 care, regular dental, behavioral health care, and
 preventive screenings.
- NHSC clinicians improve access to these crucial services by practicing in health professional shortage areas across the country.
- In exchange for their service in high-need areas, NHSC offers scholarship or loan repayment funding that helps pay off their health profession student loan debt.









Impact of the NHSC

More than NHSC members are currently providing care to more than people in the U.S.

Many NHSC members continue to serve in areas of greatest need up to two years after completing their service obligation





LOAN REPAYMENT PROGRAMS





Loan Repayment Program

\$50,000 FOR 2 YEARS OF SERVICE

Offers fully trained primary care clinicians loan repayment in exchange for service in an area of greatest need, called a Health Professional Shortage Area (HPSA).

Higher HPSA Score = Higher Need With continued **service**, providers may be able to pay off all their student loans. **HPSA Score Range**

Applicants working at NHSC-approved sites with higher HPSA scores are given priority.



Loan Repayment Program

Providers Receive Loan Repayment in Addition to a Competitive Salary from Their Employers

1

Providers find a job at an NHSC-approved site

2

Apply to the NHSC for loan repayment



Watch the NHSC Site Video on the "HRSATube" YouTube channel.

Find positions at NHSCapproved sites using the Health Workforce Connector: https://connector.hrsa.gov/





Loan Repayment Program

Eligibility



U.S. citizen or national



Currently work, or applying to work, at an NHSC-approved site



Have unpaid government or commercial loans for school tuition, reasonable educational costs, and reasonable living expenses, segregated from all other debts



Licensed to practice in state where employer site is located

Must be licensed in one of the following eligible disciplines:

- Physician (MD or DO)
- Nurse practitioner (primary care)
- · Certified nurse-midwife

- Physician assistant
- Dentist (general or pediatric)
- Registered dental hygienist
- Psychiatrist
- Psychologist (health service)
- Licensed clinical social worker
- Psychiatric nurse specialist
- Marriage and family therapist
- Licensed professional counselor







Substance Use Disorder Workforce Loan Repayment Program

Expands and improves access to quality opioid and substance use disorder treatment in underserved areas nationwide

AWARDS UP TO

\$75,000

FOR A 3-YEARSERVICE COMMITMENT

 Must be trained and licensed to provide SUD treatment at NHSC-approved SUD treatment facilities



Substance Use Disorder Workforce Loan Repayment Program

Eligibility



Must be a U.S. citizen or national working at an NHSCapproved substance use disorder (SUD) treatment facility



Eligible Providers:

Medicine: MD, DO, NP, CNM, PA
Mental/Behavioral Health: HSP,
LCSW, PNS, MFT, LPC
Substance Use Disorder
Counselors
Registered Nurses
Pharmacists



Must be trained and licensed to provide SUD treatment



Must have unpaid government or commercial loans for school tuition, reasonable educational and living expenses, segregated from all other debts

Priority is given to applicants:

- With DATA 2000 waivers;
- Currently providing care in an opioid treatment program; or

 Who have a license or certification in substance use disorder interventions, such as master's-level substance use disorder counselors.



RURAL COMMUNITY LOAN REPAYMENT PROGRAM



Rural Community Loan Repayment Program

Expands and improves access to quality opioid and substance use disorder treatment in rural areas

AWARDS UP TO

\$100,000

FOR 3-YEAR SERVICE COMMITMENT

 Must be trained and licensed to provide SUD treatment at NHSC-approved rural SUD treatment facilities



Rural Community Loan Repayment Program

Eligibility



Must be a U.S. citizen or national working at an NHSC-approved rural substance use disorder (SUD) treatment facility



Eligible Providers:

Medicine: MD, DO, NP, CNM, PA

Mental/Behavioral Health: HSP,
 LCSW, PNS, MFT, LPC

Substance Use Disorder
 Counselors

Registered Nurses

Pharmacists

Nurse Anesthetists



Must be trained and licensed to provide SUD treatment



Must have unpaid government or commercial loans for school tuition, reasonable educational and living expenses, segregated from all other debts

Priority is given to applicants:

- With DATA 2000 waivers:
- · Currently providing care in an opioid treatment program; or

 Who have a license or certification in substance use disorder interventions, such as master's-level substance use disorder counselors.



Medication-Assisted Treatment (MAT) Training

We partnered with the Substance Abuse and Mental Health Services Administration's (SAMHSA) Providers Clinical Support System (PCSS) to connect clinicians to free MAT training.



Helps increase the number of Drug
Addiction Treatment Act of 2000 (DATA 2000)
Waiver-certified clinicians in high-need communities.



nhsc.hrsa.gov/mat-training

Why should you complete MAT training to obtain a DATA 2000 waiver?

- Be a part of the solution to our nation's opioid epidemic.
- Help increase access to comprehensive SUD treatment in rural and underserved areas.
- Be a priority applicant for some NHSC programs.

Are you eligible for the free training?

You are eligible for MAT training (and the waiver) if you have an active *Drug Enforcement Administration (DEA) number to dispense controlled substances and are one of the following:

- Physician (MD/DO)
- Nurse practitioner (NP)
- Physician assistant (PA)
- Certified nurse-midwife (CNM)

^{*}Applying for your DEA number only takes a few moments. Visit https://apps.deadiversion.usdoj.gov/webforms/ to learn more.









Students to Service Loan Repayment Program

Award

The NHSC offers up to \$120,000 in tax-free loan repayment for 3 years of full-time service or 6 years of half-time service. Loan repayment begins during residency. With continued service, eligible providers may be able to pay off all their student loans.





Students to Service Loan Repayment Program

Eligibility



U.S. citizen or national



Full-time student in the final year at an accredited school, pursuing a degree in medicine, dentistry or advanced practice nursing



Must complete
an accredited primary medical
care residency in an NHSCapproved specialty, Dentist
and advance practice nurses
are highly encouraged (but not
required) to complete a postgraduate training, but not
required.



Have unpaid government or commercial loans for school tuition, reasonable educational expenses, and reasonable living expenses, segregated from all other debts









NHSC-Approved Sites

- NHSC clinicians serve at approved sites throughout the nation.
- NHSC-approved sites are outpatient facilities providing primary care medical, dental, and/or mental and behavioral health services.
- The facility may be located in a rural, urban or tribal community.
- To apply to become an NHSC site, the facility must be an <u>eligible site type</u> and meet applicable requirements.





NHSC Eligible Site Types

- Federally Qualified Health Centers
 - Community Health Center
 - Migrant Health
 - Homeless Program
 - Public Housing Program
 - School-Based Program
 - Mobile Clinic
- FQHC Look-Alikes
- Indian Health Service Facilities
- Certified Rural Health Clinics
- Correctional or Detention Facilities (Federal/State/Immigration and Customs Enforcement)

- Critical Access Hospitals
- Community Mental Health Centers
- State or Local Health Departments
- Community Outpatient Facilities
 - Hospital Affiliated
 - Non-Hospital Affiliated
- Private Practices (Solo & Group Practice)
- School-Based Clinics
- Mobile Clinics
- Free Clinics
- Substance Use Disorder Treatment Facilities



NHSC-Approved Substance Use Disorder (SUD) Eligible Treatment Facilities

To be an NHSC-approved SUD treatment facility, sites must have demonstrated that they meet the requirements set forth in the NHSC Site Agreement and NHSC Site Reference Guide, including submission of SUD documentation.

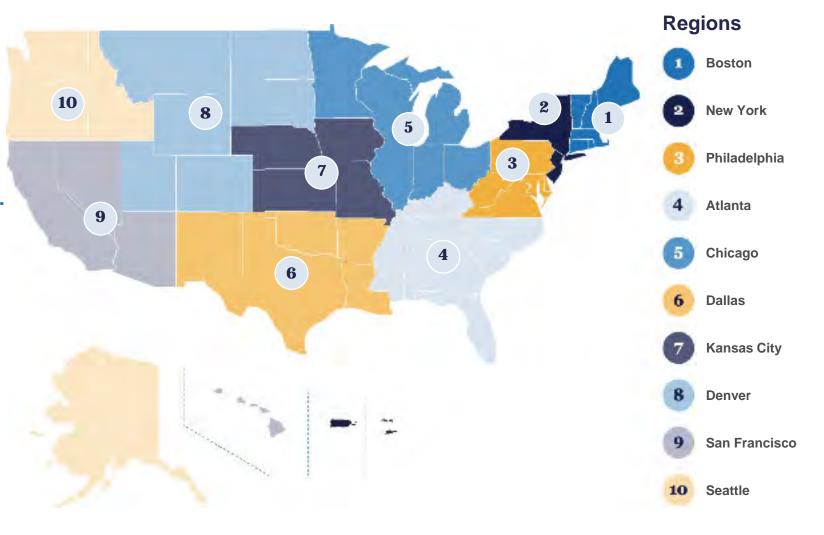
- SAMHSA-certified opioid treatment programs (OTPs)
- Office-based opioid treatment facilities (OBOTs)
- Non-opioid substance use disorder treatment facilities (SUD treatment facilities)
- Federally Qualified Health Care Centers (FQHCs)
- Rural Health Clinics (RHCs)
- American Indian Health facilities
- FQHC Look-Alikes

- State or federal correctional facilities
- Critical Access Hospitals
- Community health centers
- State or local health departments
- Community outpatient facilities
- Private practices
- School-based clinics
- Mobile units and free clinics



Support for Providers

- Support for you in your region
- Dedicated BHW staff located in 10 regional offices provide dedicated contacts for your area.
- Find your <u>contact</u> on the NHSC website





Linking Providers to Communities

Health Workforce Connector



Where Health Care Professionals
Connect with Sites

Currently over **17,000** NHSC- approved sites with **6,000+** job vacancies

Virtual Job Fairs

Live, fully interactive, and free online events that occur online throughout the vear



Connect job-seeking primary care providers who are interested in serving high-need communities with NHSC and Nurse Corps healthcare facilities

https://connector.hrsa.gov/connector https://bhw.hrsa.gov/provider-recruitment/virtual-job-fairs



Contact Us

- Israil Ali, Director
- Division of National Health Service Corps (DNHSC)
- Bureau of Health Workforce (BHW)
- Health Resources and Services Administration (HRSA)
- Phone: 1-800-221-9393 (Customer Care Center); M-F, 8 a.m. to 8 p.m. ET, except federal holidays

Web http://nhsc.hrsa.gov

Virtual Job Fair: http://jobfair.hrsa.gov

Health Workforce Connector: http://connector.hrsa.gov/

Facebook: http://facebook.com/nationalhealthservicecorps

Twitter: http://twitter.com/NHSCorps

in LinkedIn: http://www.linkedin.com/company/national-health-service-corps

Questions?





Webinar Evaluation

Please take a moment to complete the webinar evaluation:

https://www.surveymonkey.com/r/LP796S6





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