




## PACHC Memo 12-01

**Please share with:** Executive Management  
HR Directors

**January 9, 2012**


**TO:** Chief Executive Officers of Pennsylvania Community Health Centers  and Rural Health Clinics

**FROM:** Cheri Rinehart, President & CEO

**SUBJECT:** PACHC Clinician Recruitment Program

**SUMMARY:** In an effort to better serve the recruitment needs of its members, the Pennsylvania Association of Community Health Centers (PACHC) is making changes to its recruitment process.

**BACKGROUND:** Having qualified, quality physicians, nurse practitioners, nurse midwives, physician assistants, dentists, behavioral health specialists and other healthcare practitioners is essential for health centers to be successful in meeting the mission of the health center program of improving access to quality affordable health care. Unfortunately, many factors in the current healthcare environment have led to a shortage of and increasing competition for these essential clinical professionals. Consequently, PACHC has been working for several years to improve our ability to support you in your recruitment efforts. These efforts have included:

- Hiring a Workforce Coordinator
- Hosting an annual statewide primary care recruitment fair in collaboration with the Pennsylvania Department of Health and other partners
- Serving as Pennsylvania's organizational member for the 3RNet job posting service
- Developing recruitment and retention resources
- Establishing a Workforce Committee to guide our recruitment and retention strategic plan
- Developing an award-winning Community Health Center  recruitment video

PACHC is now moving forward to the next stage in our workforce strategic plan with implementation of new software intended to significantly enhance our efforts to support you in recruitment and help each candidate find the position optimal for them.

**PRACTICE SIGHTS:** In June 2011, PACHC installed new software designed to aid in the recruitment and tracking of health care professionals to underserved areas. The Practice Sights: Medical Provider Placement Software (MPS) is an automated healthcare provider recruitment and community healthcare needs inventory management system. The system accurately follows candidates during recruitment; maintains a current list of opportunities; and maintains a complete

chronological listing of all interactions between candidates, recruiters, communities, and practice sites. This allows a small staff to become much more efficient, directly increasing its capacity to successfully recruit and retain medical, dental and mental health professionals. This new software will formalize PACHC's community marketing and candidate referral system.

**MEMBER ACTION:** To make this system efficient and to provide health centers and candidates the best experience, PACHC and the collaborating health centers will abide by commitments made in the PACHC Recruitment Agreement that will be signed when a facility first starts to submit jobs to PACHC. Health centers using PACHC to support recruitment efforts will:

- Provide full job description details when submitting a job opening
- Make initial candidate contact within five (5) business days of a referral
- Return referral update form to PACHC regarding interest in a referred candidate
- Complete the monthly job opening update survey distributed by PACHC
- Notify PACHC of a closed job opening within five (5) business days of filling position

In addition, PACHC urges you to take advantage of the other workforce resources we have developed on your behalf. A copy of the eight-minute recruitment video was sent on DVD to each health center and is also available on the Career Center page of the PACHC website, [www.pachc.com](http://www.pachc.com) and is a great resource to summarize the advantages of working in a health center to potential candidates. The 2012 statewide primary care career fair and workforce education event, *Primary Care Careers: Pathways to Practice in Pennsylvania*, will be held September 14-15 in Harrisburg. Every health center should plan on sending representatives and having a recruitment table at the event so we can continue to build on the success of last year's event.

**PACHC ACTION:** In accordance with the PACHC Recruitment Agreement, PACHC will:

- Market job opportunities and refer candidates for interested organizational members
- Post job openings on its two job boards (the online PACHC Career Center and the National Rural Recruitment and Retention Network—3RNet—website) and refer candidates to health centers
- Upon receipt of a job opening form from a health center, review the opening, gather any missing information, and enter the job into the Practice Sights system
- Refer any potential candidates for the position to the listing health center, along with a brief survey on the health center interest in that candidate
- Query health centers monthly regarding the status of job openings
- Follow up with health centers and candidates regarding interest in a timely manner
- Continue referrals and publication until notification is received from a health center that the position has been closed
- Provide annual reports on job postings and referrals, subject to availability in system

PACHC will also continue to build its recruitment and retention resource library and its other successful workforce initiatives.

**FOR MORE INFORMATION:** PACHC would like to make this an uncomplicated transition for its members and is offering an audioconference to review the changes at **10 a.m. on Thursday, January 19**. PACHC's Workforce Coordinator, Allison Abayasekara, will discuss the software, describe the new process for achieving the best results from PACHC's recruitment program, and answer questions. You can join the audioconference by dialing 1-866-453-5550 and entering the PIN 1338953#. A PowerPoint presentation to be referenced during the call will be available on the PACHC website.

Contact Allison at [Allison@pachc.com](mailto:Allison@pachc.com) or (717) 761-6443, ext. 211, with questions on the audioconference, any of PACHC's workforce initiatives, the new software or available workforce resources.