



Rural Recruitment Reimagined

Mission-Focused Recruitment Workshop

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Presented by:

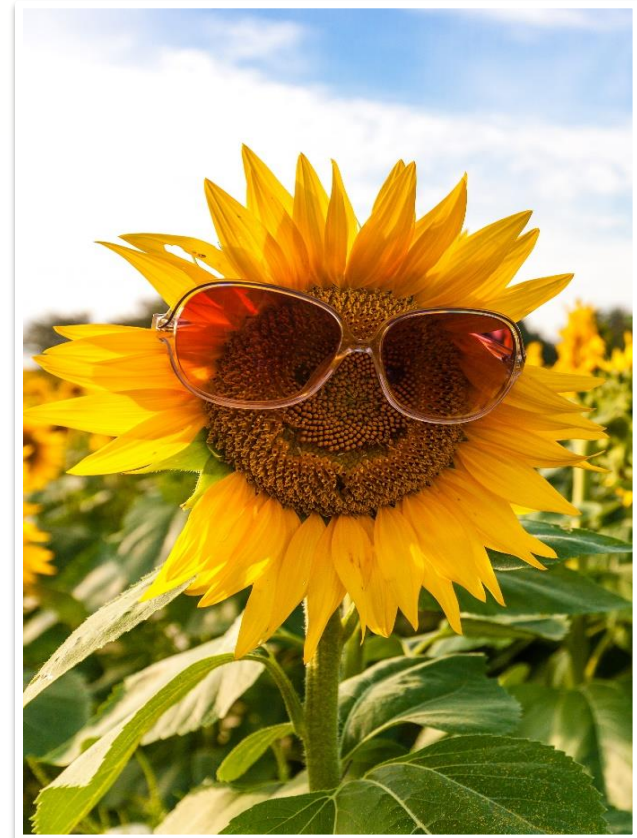
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Rural Recruitment Reimagined

Rural Health Education & Services

- Kansas Recruitment & Retention Center
- Assessments – organizational culture, employee engagement, recruitment and retention readiness, provider motivations and expectations
- 3RNet State Representative
- Growing partnership to build upon the mission-focused medicine model



A Smiling Face ©Hongyu Jiang



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Typical Rural Physician Profiles



1. The “Local Kid”
2. The “Foreigner”
3. The “Troublemaker”
4. The “Money Doctor”
5. The “Missionary”

Photo courtesy of Kearny County Hospital





Provider Motivations

- Ability to respond to their high sense of social responsibility
- Organizational culture
- Mental health well-being
- Work/life balance
- Relationships – professionally, personally, within the community
- Scope of practice and compassion for patients

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Common Organizational Profiles

- Stable medical staff
- High retention of leadership
- Forward thinking
- Motivated by their mission, vision, values
- Strong employee engagement
- Team-based recruitment
- Responsive recruitment strategy
- Succession and retention plans
- Positive organizational culture
 - Communication
 - Connected leadership and staff
 - Work/life balance
 - Generational value
 - Relationships with team

- High turnover of medical staff
- Low retention of leadership
- “Stuck” thinking
- Mission and values posted on a plaque somewhere
- Weak employee engagement
- One person is tasked with recruitment
- So overwhelmed it’s difficult to be responsive
- No succession or retention planning
- Struggling organizational culture
 - Broken communication
 - Disconnect between leadership and staff
 - Difficult to provide work/life balance because of understaffing
 - Division among teams



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Aligning Culture, Values & Motivation



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- This model works!
- First steps require an honest evaluation of your organization
- Opportunities for growth and partnerships



DISCUSSION And QUESTIONS

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