

Recruitment Best Practices & Trends: Free Webinar Series

ONE REGISTRATION = ACCESS TO ALL SESSIONS!

May 24 – 26, 2021

Session Topics

- **The Importance of Training Medical Students in Rural Settings**
- **Recruitment for Retention Readiness Assessments: Lessons Learned and Knowledge Gained**
- **Managing Your Recruitment in a Virtual World**
- **Free & Low-Cost Recruitment & Marketing Ideas**
- **Incorporating Financial Incentive Programs into Your Recruitment Strategies**

Target Audience:

Any staff members that are involved with your organization's recruitment, retention, and employee wellness efforts are encouraged to attend: CEO's, COOs, Administrators, Medical Directors, Dental Directors, HR Personnel, In-House Recruitment Professionals, Provider Liaisons, Talent Specialists, etc.

**No Cost to Participate:
Registration Link Below**

You will return to work with tips and strategies you can implement right away. Join us to make sure you're doing your best...so your organization is too!

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Contact Joni Adamson with any questions: jadamson@mo-pca.org



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Session Descriptions

May 24, 2021

10:00 am - 11:30 am

The Importance of Training Medical Students in Rural Settings

Rural training experiences give medical students exposure to the broad scope of practice that rural physicians experience. This can help spark further interest in residency and careers in rural areas. Learn more about MU School of Medicine's Rural Track Pipeline Program and their recently created elective for value-based Medical Student Education Programs in Missouri's Community Health Centers.

Presenters: Sheila Marushak & Kelly Risby; Senior Coordinators, MU Rural Track Pipeline Program

1:00 pm - 2:30 pm

Recruitment for Retention Readiness Assessments: Lessons Learned and Knowledge Gained

Several of Missouri's rural and underserved healthcare organizations recently participated in the Recruitment for Retention Readiness Assessment Project to gauge how their facilities and communities engage and retain healthcare professionals. In this session we will highlight some lessons learned and knowledge gained from this project such as: recognizing great practices and processes, How to Identify Your Unique Selling Points, and ideas to invest in challenges.

Presenter: Mark Barclay, Director of Member Services, 3RNet

May 25, 2021

10:00 am - 11:30 am

Managing Your Recruitment in a Virtual World

Recruiting in this difficult time is challenging, it's vital to understand the challenges of recruiting in a virtual environment. In this presentation you will learn how to give your best "Virtual Handshake" by learning ways to effectively incorporate key strategies from Job Postings to Social Media to virtual.

Presenter: Michelle Varcho, SPHR, MBA, Director of Operations and Education Outreach, 3RNet

1:00 pm - 2:30 pm

Free & Low-Cost Recruitment & Marketing Ideas

Become aware of various free and low-cost recruiting and marketing resources that are available to help your organization stand out. Social media, graphics, videos, blogs, digital products, we'll cover it all and more in this session.

Presenter: Kristine Morin, Director of Communications & Marketing, 3RNet

May 26, 2021

10:00 am - 11:30 am

Incorporating Financial Incentive Programs into Your Recruitment Strategies

Many health professional careers qualify for financial incentive programs such as loan repayment and loan forgiveness. Learn about the various state and national programs that are available to students, residents, and those already in-practice. You'll also better understand how you can incorporate them into your organization's recruitment and retention practices.

Presenter: Joni Adamson, Director of Recruitment & Workforce Development, Missouri Primary Care Association

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