

The New Generation of Rural Recruitment Leveraging AI

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3RNET Director of Education



Education by the Nation's Most Trusted Resource
for Health Professionals Seeking Careers in Rural & Underserved Communities.





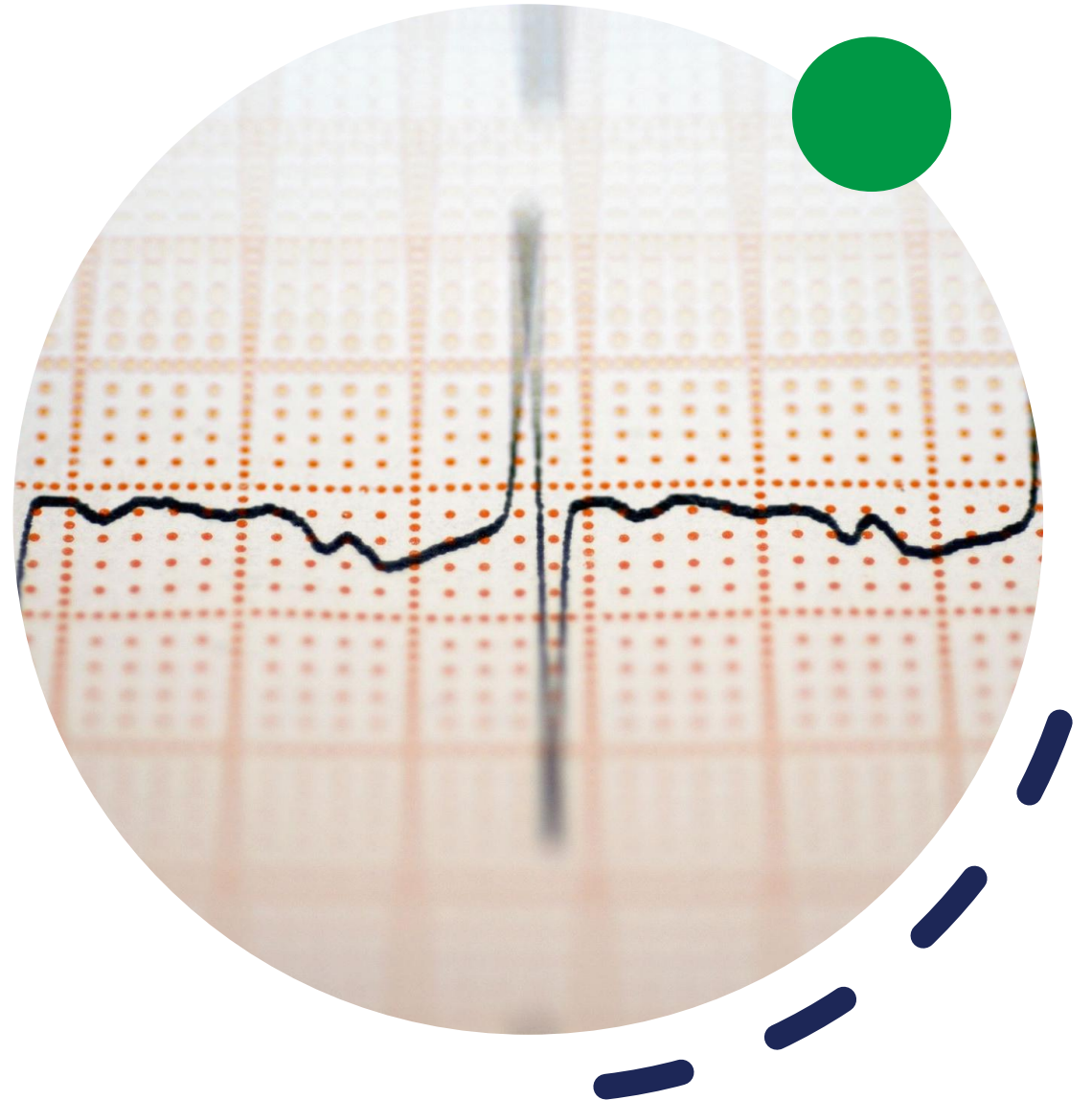
The New Generation of Rural Recruitment Leveraging AI

- Discover time-saving AI tools to create compelling content and help streamline your daily tasks and processes.
- Explore the benefits and risks of AI and how to get creative content from AI
- Test some AI platforms and query prompts and evaluate how these tools might enhance recruitment workflows.

Pulse Poll

What is your AI user level?

- ☐ Have experimented some with AI
- ☐ Currently applying AI to HR tasks
- ☐ Haven't started using AI yet - I'm here to learn more
- ☐ Restricted from using AI



Leveraging AI for Recruitment and Retention

- ✓ 30% of Hospitals reported using AI to optimize administrative and clinical workflows (AHA)
- ✓ Using AI in recruitment reduces workload by 20% (LinkedIn)



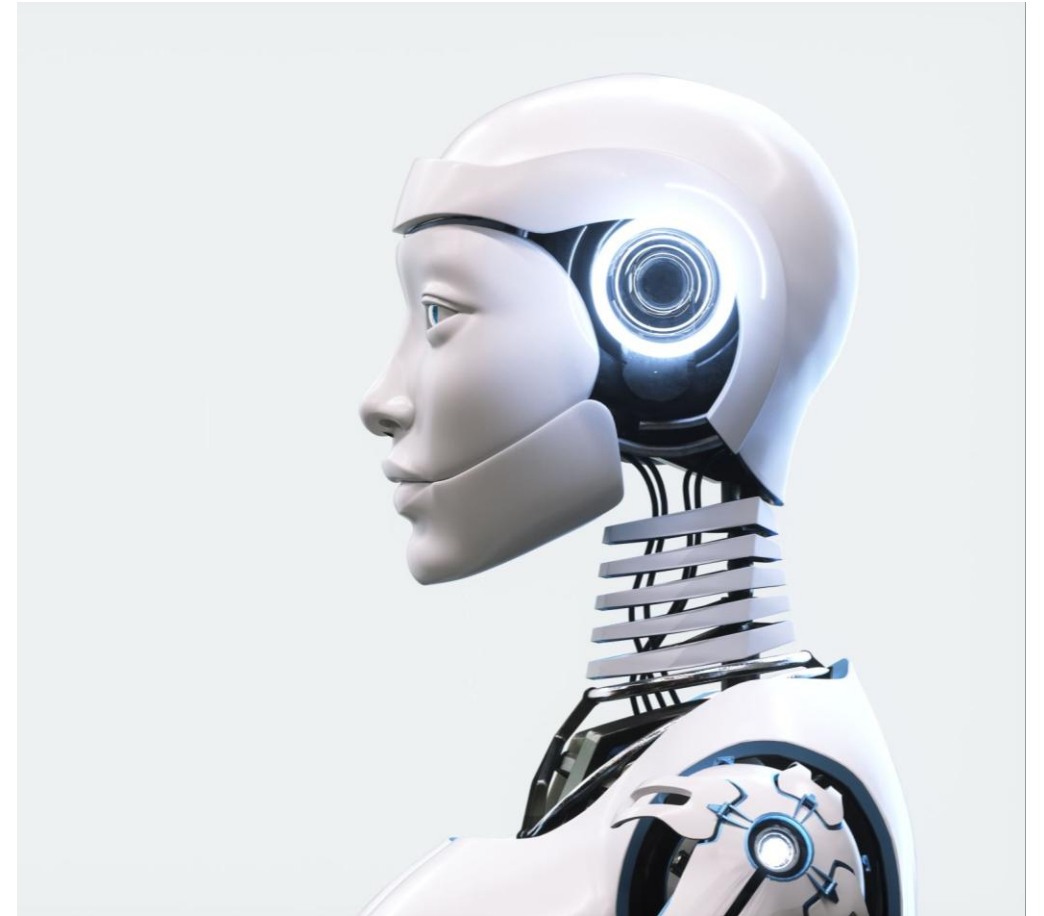


What is Generative AI?

- Generative AI refers to artificial intelligence systems that can generate new content—such as text, images, music, code, and more—based on patterns learned from data.
- Key Concepts:
 - **Learns from data:** Trained on large datasets (e.g., books, images, code) to understand patterns.
 - **Creates new content:** Produces human-like output such as essays, designs, or music.
 - **Examples of tools:** ChatGPT (text), DALL·E (images), GitHub Copilot (code).
 - **Not just copying:** Generates original outputs based on learned structures, not just copying data.

The Role of Artificial Intelligence in HR

- **Generative Artificial Intelligence** technology blended with Human Intelligence can help HR professionals automate routine tasks and simplify tedious tasks, reducing workloads and allowing them time to focus on the more creative and complex aspects of their roles.
- AI tools are intended to enhance human capabilities, not replace them.
- Humans bring empathy, creativity, ethical judgment and the ability to navigate complex social interactions - elements that AI can't replicate.



What tasks can GenAI perform today?

- Streamline interactions with business software.
- Generate text, answer questions and serve as conversational agents (chatbots).
- Generate images, music and videos.
- Refine and enhance the style, coherence and quality of existing content.
- Summarize and classify text.
- Retrieve and present enormous amounts of information quickly.

Source: SHRM AI in the Workplace Playbook

What are GenAI's current limitations?

- Not especially creative or original; may produce derivative content.
- Limited critical thinking.
- Low emotional intelligence.
- Limited factual accuracy.
- Challenges with mathematical functions.
- Likely to reproduce biases in training data.





TALENT ACQUISITION:

Instantly identify and screen qualified candidates.



TALENT RETENTION:

Examine factors influencing employee retention.



EMPLOYEE UPSKILLING:

Enhance learning experiences for talent development.



JOB DESCRIPTION ANALYSIS:

Align applicants' resumes to keywords in job descriptions.



SKILL SET MONITORING:

Project evolving skill set needs for specific industries.



CYBER SECURITY:

Identify text patterns that indicate spam attacks.



CONTENT CREATION:

Produce large volumes of original multimedia content.



ADMINISTRATIVE SUPPORT:

Streamline administrative tasks.



OVERCOMING LANGUAGE BARRIERS:

Power more seamless multilingual customer experiences.



EMPLOYMENT RECOMMENDATIONS

Generate personalized employment or employee recommendations.



PAYROLL DECISIONS:

Analyze labor and employment data to determine payroll updates.



FINANCES AND BUDGET:

Automate accounting and budgeting while factoring risk.

What can virtual technology mean for Rural Recruitment?

- AI technology can streamline recruitment processes for multi-tasking HR staff
- Virtual sourcing makes reaching candidates more accessible
- Virtual interviewing improves time, attendance, reduces costs
- Create compelling and comprehensive marketing messages highlighting rural opportunities to attract today's job seekers
- "Freemium" AI platforms allow you to test out basic tool features without investment in paid subscriptions





Adoption of AI for candidate screening, interview assessments, and process automation, is reported to **reduce time-to-hire from 48 days to 41 days.** (SHRM)

The Forecast of AI in Healthcare Recruitment

Deloitte 2024 Survey Reports:

- **33%** of HR leaders in healthcare are using AI
- **75%** of healthcare organizations are using (or planning to use) AI

AAPPR 2025 Pulse Poll:

- **45%** of AAPPR members are using AI in recruitment processes
- **55%** are not

“Hiring in healthcare is like running a marathon with hurdles—and AI is the shortcut to help you clear them.”



AI Outcomes

Top expected benefits

% of TA pros that agree

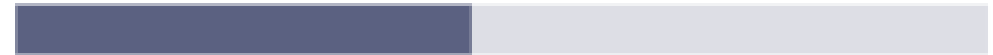
Improving hiring efficiency

70%



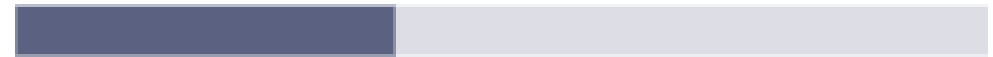
Boosting job post effectiveness

47%



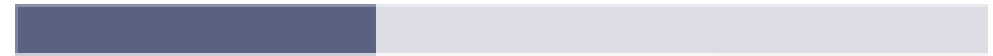
Expanding talent pools

39%



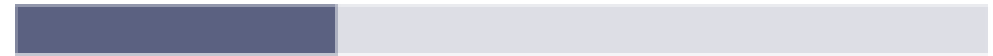
Enhancing the candidate experience

37%



Increasing the quality of hires

33%



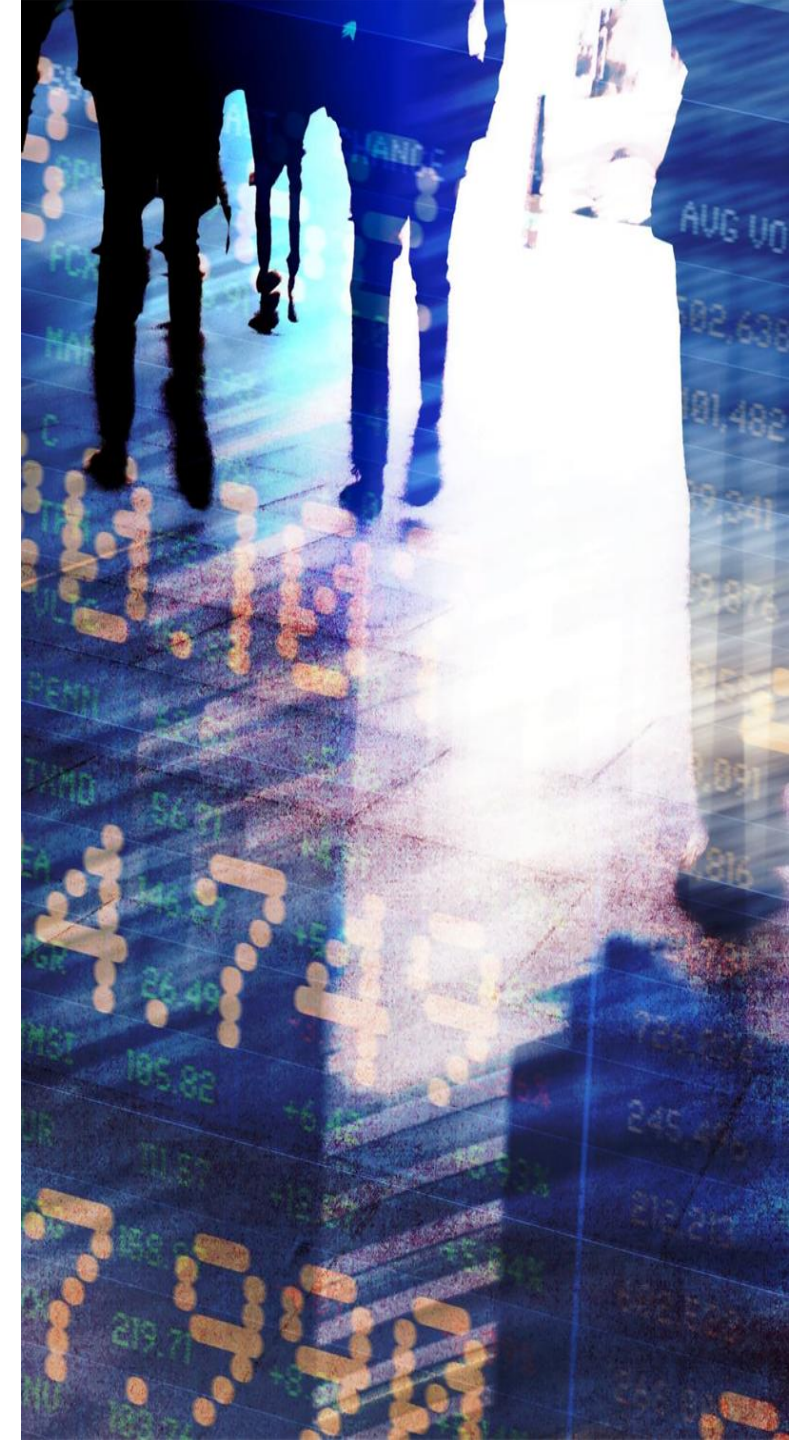
Source: [The Future of Recruiting 2025 | LinkedIn](#)

AI Risks and Regulation

AI POTENTIAL RISKS:

- Bias and discrimination
- False data
- Cybersecurity and privacy
- Ethics

- Currently no federal regulations governing the use of AI in the workplace
 - [America's AI Action Plan](#)
- Several states have issued regulations: IL, MD, NY, CA, CO
 - [AI Regulation in the US: A State-by-State Guide](#)
- Protect your organization with policy around AI usage, clear guidance on responsible and ethical use, stress importance of fact checking and transparency to avoid risks
 - [Ready to Draft an Up-to-Date AI Policy? Target Top Risks](#)
 - [AI Tool Usage Policy Template | Workable](#)

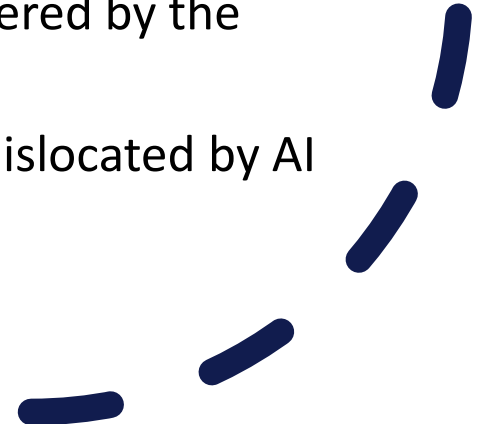


Trump's AI Action Plan Impact on HR and Employers

Workforce Strategy: AI Literacy, Reskilling, and Job Preservation

The AI Action Plan supports:

- Guidance clarifying that many AI-related education and training programs offered by employers may qualify as eligible educational assistance under Section 132 of the tax code.
- AI skill development through apprenticeships, career and technical education (CTE) programs, and employer-sponsored training.
- A new AI Workforce Research Hub to track labor market impacts and forecast future disruptions triggered by the technology.
- Rapid retraining pilot programs for workers dislocated by AI and entry-level role transformation.





AI Content Generators

GenAI models to write compelling job ads and brainstorm content:

- OpenAI ChatGPT
<https://chat.openai.com/>
- Google Gemini
<https://gemini.google.com/app>
- Microsoft Copilot
<https://copilot.microsoft.com>

Variety of AI-assisted platforms:

- Grammarly, Formswift, Simplified, Claude, Jasper, Perplexity, HireVue, etc
- Capterra to find AI tech solutions
- [23 Best AI Sourcing Tools in 2025 - Recruiter Flow](#)

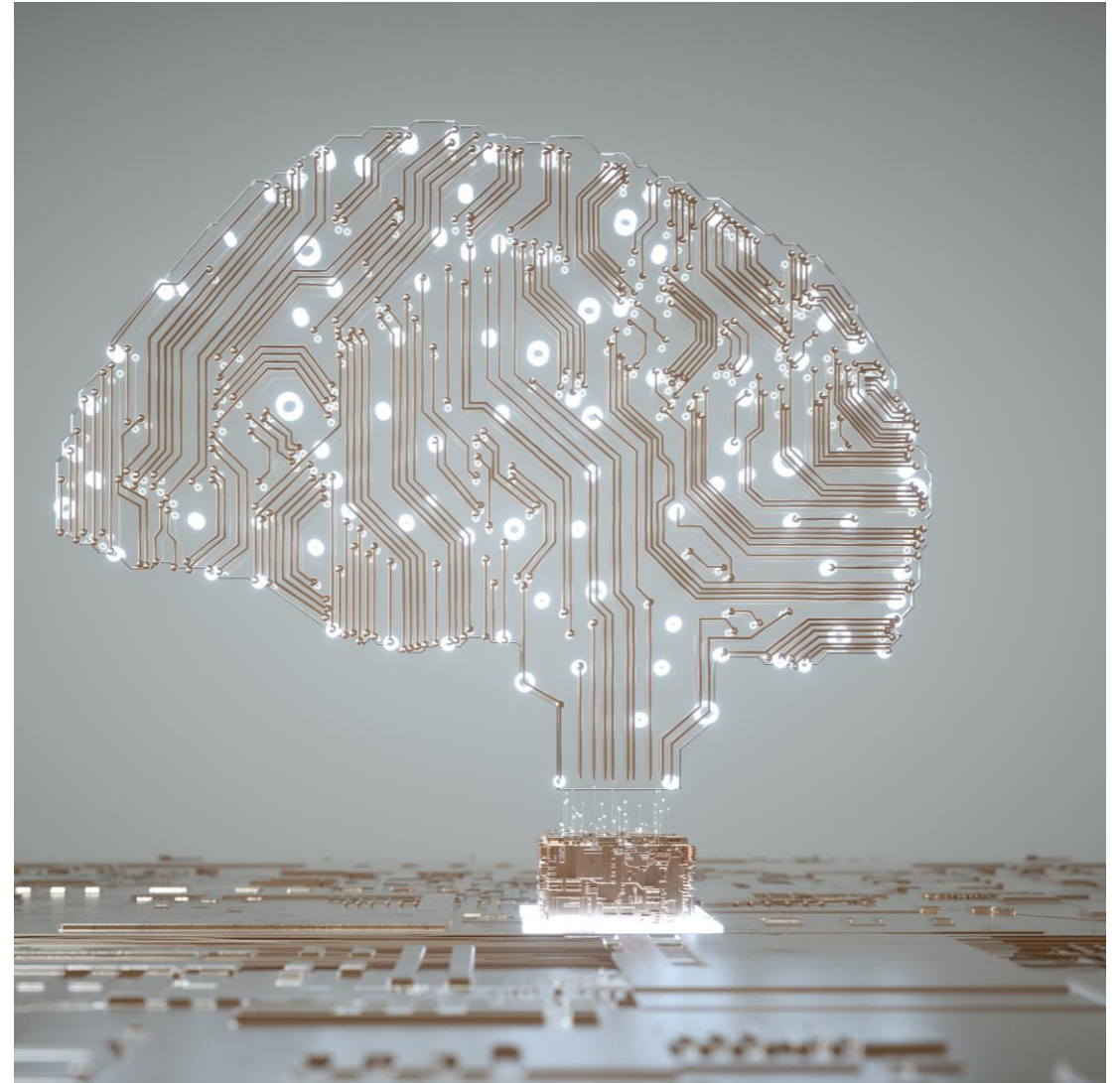


AI Job Description Generators

- Workable: <https://www.workable.com/job-description-generator>
 - Healthcare job descriptions from Workable:
 - <https://resources.workable.com/job-descriptions/healthcare-job-descriptions/>
- Jasper: <https://www.jasper.ai/tools/job-description-generator>
- [Job Description AI](#) - Free Job Description Generator (5/day)
- LinkedIn Talent Solutions: [Hiring Guides by Role | Hiring on LinkedIn](#)

Prompts for AI Query Content Creation

- Use prompts to refine and generate specific content to meet your needs
- Frame your prompt in complete sentences for better AI comprehension
- Include specific details in your prompt:
 - Purpose of the prompt
 - What you want to achieve
 - Who your audience is
 - Relevant background info to give framework
 - Specify format (list, summary, email, etc).



AI Query Content Creation Tips



Don't include identifying employee names, intellectual property or confidential data with prompt content you plug into AI generator



Don't replace human touch with AI tools – customize AI generated content, align with your brand messaging



Review AI generated content for accuracy, tone, intent and potential bias



Set up free accounts to experiment with tools, network with peers to learn more tips and best practices on usage

New 3RNET Resource Guide

AI Prompts for Healthcare Human Resource Teams

Powered by the National Recruitment and Retention Network
3RNET.org | 1-800-787-2512 | info@3RNET.org

- Recruitment Prompts
- Onboarding Prompts
- Retention Prompts
- Time-Saving HR Task Prompts

[AI-Prompts-for-HR-Teams.pdf](#)

Let's Brainstorm...



- In what ways are you currently using AI in your work?
- What work or tasks could you see benefiting from using AI?
- Action Plan:
 - Assess your organizational AI policy
 - Explore opportunities to apply AI in job functions and workflows
 - Experiment with a few AI platforms
 - Fine tune your query prompts to improve results
 - Network with others to analyze AI best practices and trends
- **Let's ask AI what they think...**

Identify ways a Director of Workforce Development with a statewide non-profit healthcare association can utilize AI tools in their work. Include general ways AI can help streamline processes and define specific tasks they can use AI with.

Refined Prompt



General Ways AI Can Streamline Workforce Development

1. Data Analysis & Trend Identification

- AI can analyze workforce data to identify trends in employment, turnover, shortages, and skill gaps.
- Predictive analytics can forecast future workforce needs based on current and historical data.

2. Process Automation

- Automate repetitive tasks like scheduling, resume screening, report generation, and follow-up emails.
- Streamline grant reporting, compliance documentation, and data entry.

3. Personalized Learning & Development

- Use AI-driven learning platforms to create personalized career pathways or training programs based on individual performance and preferences.
- Tailor upskilling and reskilling programs for high-demand roles.

4. Decision Support

- AI tools can provide data-driven insights for strategic planning, budgeting, and program prioritization.
- Optimize resource allocation to workforce programs based on ROI predictions.

5. Enhanced Communication

- Use AI chatbots or assistants to answer FAQs for partners, job seekers, and members.
- Draft policy briefs, newsletters, or grant proposals more efficiently.



Specific Tasks Where AI Can Help

1. Workforce Needs Assessments

- **Tool:** ChatGPT, Tableau with AI, Power BI with Copilot
- **Use:** Analyze labor market data, survey results, and demographic shifts to identify workforce gaps and areas needing investment.

2. Resume Screening & Talent Matching

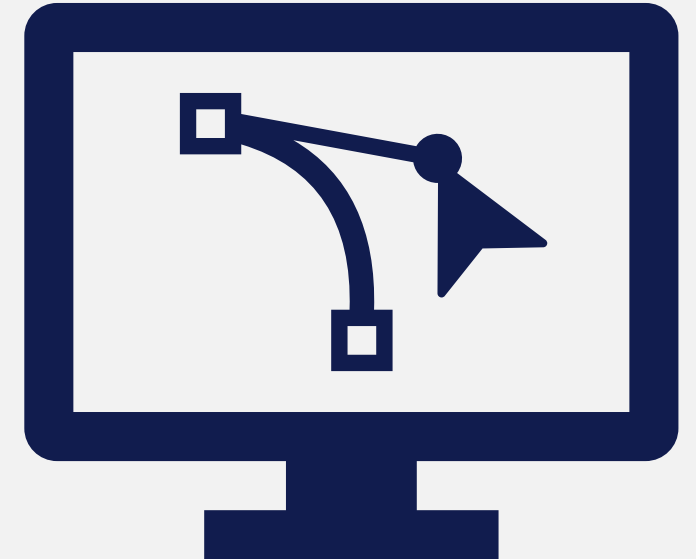
- **Tool:** Applicant Tracking Systems with AI (e.g., HireVue, Lever, Eightfold)
- **Use:** Automate resume parsing, flag best-fit candidates for partner healthcare systems, and reduce time-to-hire.

3. Curriculum Design for Training Programs

- **Tool:** ChatGPT, Scribe, Synthesia (for video)
- **Use:** Develop initial drafts of training content, create outlines, quizzes, or even video modules for healthcare workers.

4. Grant Writing & Reporting

- **Tool:** ChatGPT, Jasper, Grammarly, Wordtune
- **Use:** Draft grant proposals, develop performance narratives, and create standardized language for recurring reports.



Specific Tasks Where AI Can Help Continued

5. Event Planning & Coordination

- **Tool:** Notion AI, Trello with AI, ChatGPT
- **Use:** Create project timelines, automate speaker outreach emails, summarize attendee feedback, and generate post-event reports.

6. Stakeholder Engagement & Communication

- **Tool:** ChatGPT, Claude, Microsoft Copilot
- **Use:** Draft talking points for meetings, prepare board briefs, and summarize long reports into accessible language.

7. Policy & Regulatory Monitoring

- **Tool:** AI news aggregators, Feedly AI, ChatGPT with web tools
- **Use:** Stay up-to-date on federal/state workforce legislation or healthcare policy changes and summarize implications.

8. Program Impact Evaluation

- **Tool:** R/Python with AI libraries, Power BI, ChatGPT for statistical interpretation
- **Use:** Analyze outcomes of workforce programs, generate dashboards, and write executive summaries from data.



Example Use Case Workflow



Objective: Launch a rural healthcare workforce training program.

1. **Need Identification:** Use AI to analyze job vacancy data and community health needs.
2. **Stakeholder Briefing:** Draft a short policy memo with AI summarizing findings.
3. **Training Curriculum:** Generate a first draft of a phlebotomy certification course outline.
4. **Grant Proposal:** Use AI to write a compelling funding application.
5. **Candidate Recruitment:** Deploy an AI chatbot to answer applicant questions.
6. **Impact Reporting:** Automate the creation of a quarterly program evaluation report.

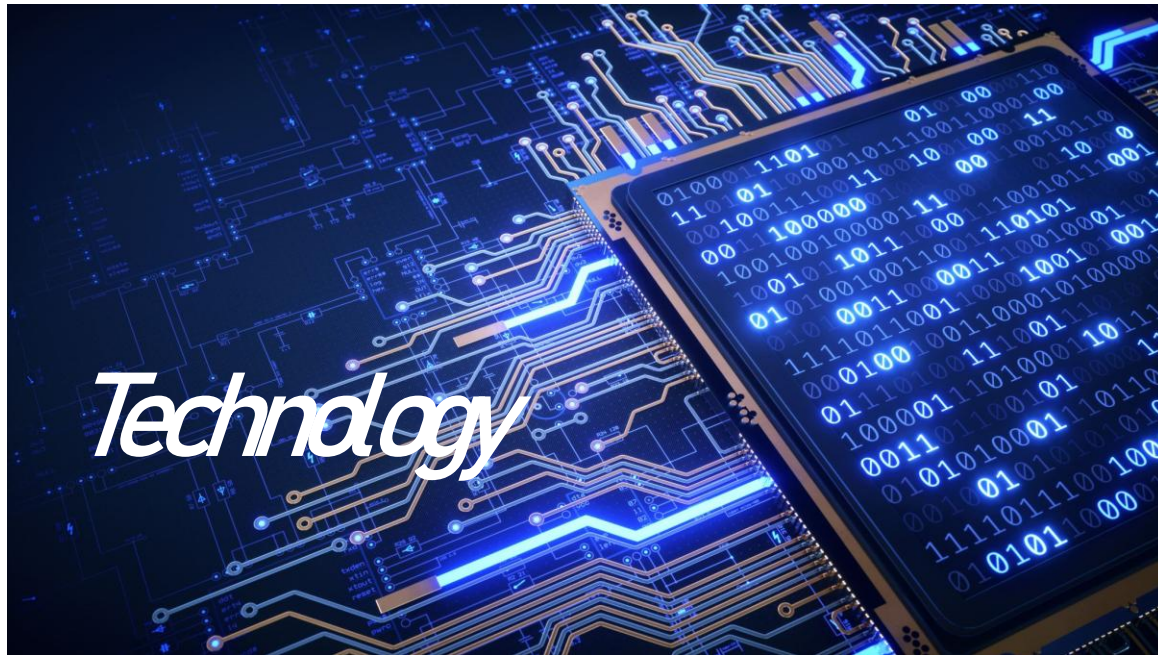
Final Tip

Combining AI with Human Judgment is key. AI can handle data, draft content, and spot patterns—but strategic decisions, stakeholder engagement, and relationship building remain human-centered.

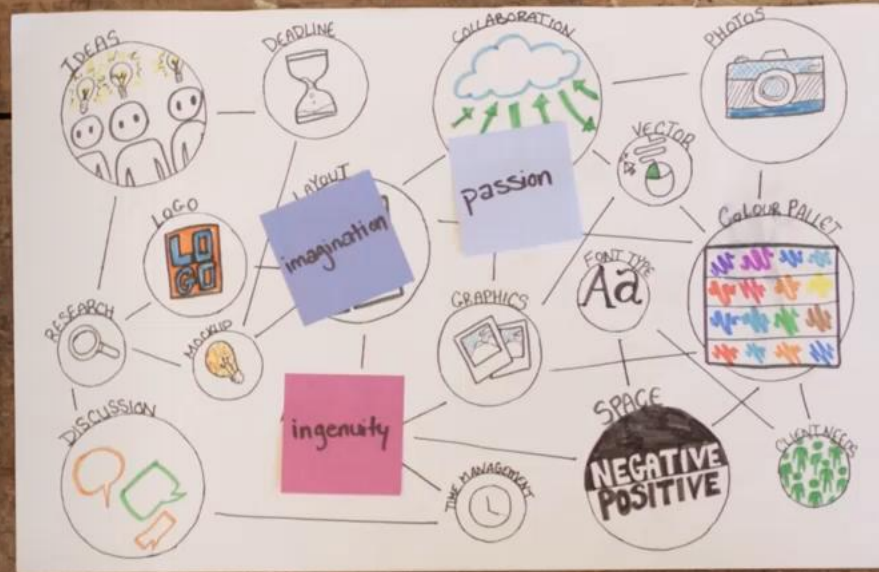
Would you like suggestions for specific AI tools or platforms that fit within your budget or workflow?



Key Considerations for Nonprofits with Limited Resources



- **Affordability:** Many platforms offer nonprofit pricing or discounts. Look for platforms with flexible pricing models that allow you to start small and scale as your organization grows.
- **Ease of Use:** Nonprofits with limited HR teams need platforms that are intuitive and easy to implement without needing significant training or a dedicated IT staff.
- **Scalability:** Choose tools that can grow with your organization. Look for solutions that offer scalability, allowing you to upgrade or add features as your nonprofit expands.
- **Customization:** Many platforms offer customizable features that allow you to tailor them to your specific staffing and reporting needs.



Testing AI Capabilities on Marketing Content Creation

Refined Prompt

I am an HR professional with a rural health clinic in Bangor, Maine. Create a compelling job advertisement for a family medicine physician, describing benefits of practicing and living in rural Maine.



Job Title: Family Medicine Physician

Location: Bangor, Maine

Organization: [Your Clinic Name]

Join Our Dedicated Team in Beautiful Rural Maine!

Are you a passionate Family Medicine Physician looking for an opportunity to make a meaningful impact in a tight-knit community? We invite you to consider joining our rural health clinic in Bangor, Maine, where you can enjoy a fulfilling career and a lifestyle surrounded by nature and friendly faces.

About Us:

At [Your Clinic Name], we pride ourselves on providing high-quality, patient-centered care. Our team is committed to improving the health and well-being of our community, and we are seeking a Family Medicine Physician who shares our values of compassion, dedication, and excellence.

Why Bangor, Maine?

- **Breathtaking Nature:** Experience the stunning landscapes of rural Maine, from serene lakes and rivers to majestic mountains. Outdoor enthusiasts will find endless opportunities for hiking, fishing, kayaking, and skiing.
- **Community Connection:** Practice in an environment where you can build lasting relationships with patients and their families. Here, you are not just a provider; you are a valued member of the community.
- **Work-Life Balance:** Enjoy a slower pace of life that allows you to focus on both your career and personal interests. Bangor offers a blend of rural charm with access to amenities and services typically found in larger cities.
- **Cultural Richness:** Engage with a vibrant local culture, including art galleries, music festivals, and farm-to-table dining experiences. There's always something happening in and around Bangor!
- **Affordable Living:** Enjoy a lower cost of living compared to urban areas, with access to affordable housing, great schools, and a welcoming environment for families.

Position Highlights:

- Competitive salary and benefits package
- Flexible scheduling to support work-life balance
- Opportunities for professional development and continuing education
- Collaborative and supportive work environment
- Access to the latest medical technology and resources

Qualifications:

- MD or DO degree
- Board certified in Family Medicine
- Passion for community health and patient-centered care
- Ability to work collaboratively in a team-oriented setting

Join Us!

If you're ready to make a difference in the lives of patients while enjoying the beauty and serenity of rural Maine, we want to hear from you! Please send your CV and a cover letter to [Your Email Address].

Explore the possibilities of a rewarding career and a fulfilling lifestyle in Bangor, Maine. Your adventure awaits!



Message ChatGPT



ChatGPT can make mistakes. Check important info.

Example AI Job Ad with ChatGPT



I am an HR professional with a rural health clinic in Bangor, Maine. Create a compelling job advertisement for a family medicine physician, describing benefits of practicing and living in rural Maine.

Job Title: Family Medicine Physician

Location: Bangor, Maine

About Us: Join our dedicated team at [Your Clinic Name], a rural health clinic committed to providing exceptional care to our community. We pride ourselves on our patient-centered approach and supportive work environment.

Position Overview: We are seeking a compassionate and skilled Family Medicine Physician to join our team. This role offers the unique opportunity to practice comprehensive medicine in a rural setting, where you can make a significant impact on the health and well-being of our patients.

Key Responsibilities:

- Provide high-quality medical care to patients of all ages
- Diagnose and treat a wide range of medical conditions
- Collaborate with a multidisciplinary team to ensure the best patient outcomes
- Participate in community health initiatives and outreach programs

Benefits of Practicing in Rural Maine:

- **Work-Life Balance:** Enjoy a slower pace of life with less traffic and a strong sense of community.
- **Natural Beauty:** Experience the stunning landscapes of Maine, from picturesque coastlines to serene forests and mountains.
- **Outdoor Activities:** Take advantage of year-round outdoor activities such as hiking, fishing, skiing, and more.
- **Community Impact:** Make a meaningful difference in a close-knit community where your work is truly valued.
- **Professional Growth:** Benefit from opportunities for professional development and continuing education in a supportive environment.

Qualifications:

- Board-certified or board-eligible in Family Medicine
- Licensed to practice in the state of Maine (or ability to obtain licensure)
- Strong interpersonal and communication skills
- Commitment to providing high-quality, patient-centered care

Why Bangor, Maine? Bangor offers the perfect blend of small-town charm and modern amenities. With excellent schools, affordable housing, and a welcoming community, it's an ideal place to live and work. Plus, you're just a short drive away from Acadia National Park and other natural wonders.

How to Apply: Interested candidates are invited to submit their resume and cover letter to [Your Contact Information]. We look forward to welcoming you to our team!

Feel free to tweak this to better fit your clinic's specific needs and personality. How does this sound?



Example AI Job Ad with Microsoft Copilot

Help me write a compelling candidate email to a family medicine physician encouraging them to consider our job opening with a community health center in Bangor, Maine.

← *Refined Prompt*

Sure! Here's a draft for a compelling candidate email that you can customize for your job opening at the community health center in Bangor, Maine:

Subject: Exciting Opportunity for a Family Medicine Physician in Bangor, Maine

Dear Dr. [Candidate's Last Name],

I hope this message finds you well. I am reaching out to share an exciting opportunity that I believe aligns perfectly with your experience and professional goals. Our community health center in Bangor, Maine is currently seeking a dedicated and compassionate Family Medicine Physician to join our team, and I'd love for you to consider this unique position.

As a member of our health center, you will play an integral role in providing comprehensive, high-quality care to an underserved and diverse patient population. Our team of providers is passionate about making a positive impact on the health and well-being of our community, and we are seeking a physician who shares that same commitment.

This email emphasizes both the professional and personal benefits of working at the health center, while also highlighting the sense of community and purpose that might appeal to a family medicine physician.

What we offer:

- **Collaborative Work Environment:** Join a dedicated team of healthcare professionals in a supportive and collegial setting, with a focus on work-life balance.
- **Competitive Compensation:** We offer a competitive salary and benefits package, including health insurance, retirement plans, paid time off, and continuing education support.
- **Community Impact:** You'll have the opportunity to serve a diverse and underserved patient population, working in a community-centered environment where your contributions truly make a difference.
- **Beautiful Location:** Bangor offers a great mix of rural charm with access to outdoor activities, cultural events, and a growing arts scene. Whether you enjoy hiking, kayaking, or exploring local restaurants, there's something for everyone.

We're looking for a physician who values patient-centered care and is eager to work in a community-focused setting. Your background and expertise would be a fantastic addition to our team, and we would be thrilled to discuss how this position can align with your career goals.

If you're interested or would like more information, please don't hesitate to reach out. I would be happy to connect with you at your convenience to discuss this opportunity in greater detail.

Thank you for considering this opportunity, Dr. [Candidate's Last Name]. I look forward to hearing from you soon.

Best regards,

[Your Full Name]

[Your Job Title]

[Health Center Name]

Example AI Email with ChatGPT



Lint your recruiting emails

RECRUITER LINT

SOURCING.IO

Dear Dr. Smith,

I hope this message finds you well. I am reaching out to share an exciting opportunity that I believe aligns perfectly with your experience and professional goals. Our community health center in Bangor, Maine is currently seeking a dedicated and compassionate Family Medicine Physician to join our team, and I'd love for you to consider this unique position.

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Results

(clear)

Recruiter issues: 4
Culture issues: 0.5
Realism issues: 0.5
Tech issues: 0
Overall score: 5/10

Warnings

- Unless this is an offer email, don't discuss compensation (*salary, shares, Compensation*)
- Email is too long - get to the point quicker
- Some "visionary" terminology is used (*reaching out*)

Recruiter Lint – Identifies issues and provides feedback to improve recruitment communications





What is AI missing?

- Personal touch
- Deeper connection to your culture and mission
- Alignment with your brand voice and messaging
- Testimonial statements or video links
- Website links for additional details
- Unique benefits that help set you apart



Nurse Manager job description

A Nurse Manager is a medical professional who ensures that patients receive high-quality care by overseeing and training other nurses in their department.

2,366  

Nurse Manager responsibilities include:

- Hiring and training new staff members
- Supervising staff during shifts
- Creating a budget for the department

Want to generate a unique job description?

GENERATE ONE IN SECONDS WITH AI

Looking for a job?

FIND RELATED JOBS IN WORKABLE'S JOB BOARD >

Job brief

We are looking for a Nurse Manager to join our team and help train our existing nursing staff, as well as aid our team in hiring new staff members as needed.

Nurse Manager responsibilities include setting the standard of care in the healthcare facility, managing department budgets and providing support for Nurses as needed.

Ultimately, you will work with Nurses in your department to ensure they are trained as needed and supervise new hires throughout your shift.

Responsibilities

- Create goals and objectives for the department or facility and make sure they are met by the staff
- Communicate with staff and department heads
- Keep and organize records of the particular facility
- Recruit and train nurses and other health professionals
- Create work schedules for nurses
- Ensure the facility is compliant with current laws
- Improve the quality and efficiency of the level of care delivered to patients

Requirements and skills

- Proven work experience as a Nurse Manager or similar role
- Excellent verbal and written communication
- Strong attention to detail
- Ability to work with a variety of health care professionals and patients
- Extensive clinical skills for specific units
- Ability to lead and motivate others
- Relevant training and/or certifications as a Nurse Manager

Frequently asked questions

What does a Nurse Manager do? 

What are the duties and responsibilities of a Nurse Manager? 

What makes a good Nurse Manager? 

Who does a Nurse Manager work with? 

Workable.com Example
Nurse Manager Job Description
[+2024 TEMPLATE]



Automation Features on 3RNET

3 R N E T + T O O L S



CANDIDATE TRACKING

Automatic Referrals, New Candidate Alerts, Set Reminders, File CVs, Track Status, Activity Reports



EMAIL TEMPLATES

Create, Customize, Send, Track Single or Mass Emails, Visibility Tips



WEBSITE CONNECTIVITY

Embed Jobs On Your Website, Embed Applicant Forms, Email Alerts, Feature Jobs

Virtual Tools Designed for Rural



More AI Resources for HR

- [Transforming Healthcare Staffing: The Power of AI in Recruitment — Powerwell](#)
- [Top 10 Programmatic Job Advertising Platforms 2024 | HR Lineup](#)
- [Free Job Posting Sites in 2024 for Employers | HR Lineup](#)
- [Top 10 Social Media Recruiting Tools for Talent Sourcing in 2024](#)
- [Generative AI in HR: Examples & How To Start Using It – AIHR](#)
- [Perfecting Your Interaction with GenAI: Unveiling the 7-Step Prompt Engineering Mastery | LinkedIn](#)
- [AI Cheat Sheet - AI Fire](#)
- [Beyond ChatGPT: These GenAI Tools Offer HR-Specific Benefits](#)
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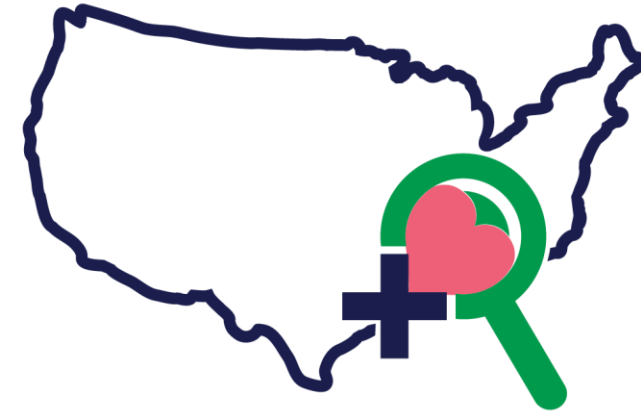
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Powerful. Yet Simple.



CANDIDATE TRACKING + EMAIL TEMPLATES + WEBSITE CONNECTIVITY



1995 - 2025

3 R N E T

Serving rural & underserved communities
nationwide for 30 years.

Thank you!