



# Annual Report

October 1, 2019 to September 30, 2020



# 3RNET BY THE NUMBERS

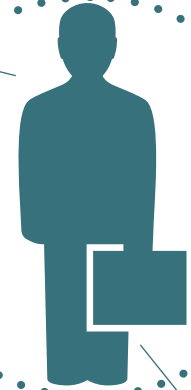
This report reflects accomplishments from October 1, 2019 to September 30, 2020



54 Organizational Members  
15 Associate Members  
72,754 Users  
1,095,389 Page Views



4 Staff Members



5,178 New Candidate Registrations  
69,266 (and counting) Total Active Healthcare Professionals



130,651 Website Sessions



9 Board Members (Organizational Member-Elected)

5,174 Jobs Posted

292 New Facility Registrations

6,947 (and counting) Total Registered Healthcare Facilities



1,952 Placements Estimated Impact: \$ 2 Billion

5,174 Job Postings Estimated Impact: \$ 1.5 Million

Estimated Impact in FY 20: **\$ 2,014,920,504**

**One mission: To ensure access to quality healthcare for rural and underserved America**

# 3RNet



*National Rural Recruitment and Retention Network*

# ABOUT 3RNET

3RNet is made up of two parts: our national network of members, and our website, [www.3RNet.org](http://www.3RNet.org). Our members work to connect facilities and candidates through our online job portal.

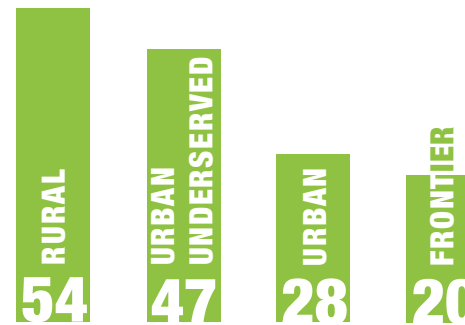
## TYPES OF MEMBERS

- 28** State Offices of Rural Health
- 19** Primary Care Offices
- 12** Primary Care Associations
- 6** Nonprofits
- 3** Area Health Education Centers
- 2** Federal Agencies
- 1** Sovereign Nation

\* members can respond as belonging to more than one type



## COMMUNITY TYPES SERVED



\* based on federal definitions



## FACILITY TYPES SERVED



- 51** Community Health Centers
- 48** NHSC Loan Repayment Sites
- 44** Critical Access Hospitals
- 45** Rural Health Clinics
- 31** NHSC Scholar Sites
- 19** Indian Health Service Facilities
- 17** Tribal Health Facilities
- 13** Veterans Affairs Sites

## COLLABORATION

\* Organizations our members collaborate with



- 35** Primary Care Offices
  - 27** State Offices of Rural Health
  - 26** Primary Care Associations
  - 26** Area Health Education Centers
- Other Responses:** CAH Networks, Public Universities, NHSC Sites, Governor's Office of Economic Development, 3RNet Associate Members

# MEMBER ACCOMPLISHMENTS

## ENGAGE CANDIDATES

### 1,373 Physician Registrations

#### Top Specialties

- Family Medicine – 391
- Internal Medicine – 228
- Hospitalists – 152
- Pediatrics – 118
- Psychiatry – 43
- OB/GYN – 29
- General Surgery – 27

### 3,805 Non-Physician Registrations

#### Top Professions

- Nurse Practitioners – 1,205
- Dentists – 481
- Physician Assistants – 436
- Registered Nurses – 194
- Social Workers - 188
- Pharmacists - 125

### Physician Referrals = 127,050

	Rural	Frontier	All Other	Total
Family Medicine	16,477	6,548	8,218	31,243
Internal Medicine	15,618	8,506	8,510	32,634
Pediatrics	3,685	2,060	3,029	8,774
Psychiatry	1,724	818	1,299	3,841
Obstetrics/Gynecology	586	162	960	1,708
General Surgery	781	221	433	1,435
Internal Medicine/Pediatrics	172	84	126	382
Other	20,637	10,543	15,853	47,033
<b>Total</b>	<b>59,680</b>	<b>28,942</b>	<b>38,428</b>	<b>127,050</b>

### Non-Physician Referrals = 178,230

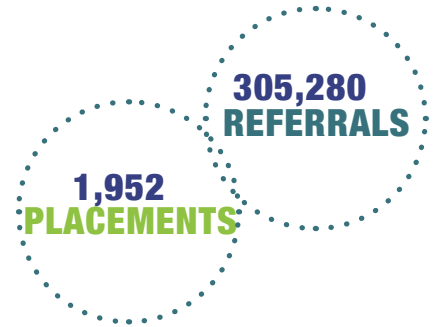
	Rural	Frontier	All Other	Total
Nurse Practitioners	37,905	23,391	21,063	82,359
Dentists	8,040	2,760	7,049	17,849
Physician Assistants	3,384	818	1,917	6,119
Registered Nurses	21,334	15,000	10,598	46,932
Pharmacists	1,994	603	1,125	3,722
Social Workers	1,649	297	1,237	3,183
Psychologists	305	42	277	624
Marriage & Family Counselors	70	0	83	153
Other Non-Physician Positions	8,484	3,294	5,511	17,289
<b>Total</b>	<b>83,165</b>	<b>46,205</b>	<b>48,860</b>	<b>178,230</b>

There are three **core functions** to a 3RNet membership: engaging candidates, working with facilities, and being the trusted resource for health care jobs in rural and underserved communities.

### J-1 Placements = 489

	Total
Internal Medicine	79
Family Medicine	33
Pediatrics	19
Psychiatry	19
General Surgery	14
Obstetrics/Gynecology	6
Internal Medicine/Pediatrics	0
Other	319
<b>Total</b>	<b>489</b>

Our number of J-1 placements is included in our total number of physician placements: 1,259.



### Physician Placements = 1,259

	Rural	Frontier	All Other	Total
Family Medicine	206	9	104	319
Internal Medicine	69	0	111	180
Psychiatry	17	0	63	80
Pediatrics	53	0	24	77
Obstetrics/Gynecology	24	1	7	32
General Surgery	15	0	10	25
Internal Medicine/Pediatrics	2	1	1	4
Other Physician	181	11	350	542
<b>Total</b>	<b>567</b>	<b>22</b>	<b>670</b>	<b>1,259</b>

### Non-Physician Placements = 693

	Rural	Frontier	All Other	Total
Nurse Practitioners	155	7	47	209
Dentists	77	1	46	124
Registered Nurses	62	15	23	100
Physician Assistants	57	11	19	87
Social Workers	19	3	15	37
Psychologists	11	0	11	22
Pharmacists	8	1	2	11
Marriage & Family Counselors	11	0	2	13
Other Non-Physician Positions	60	3	27	90
<b>Total</b>	<b>460</b>	<b>41</b>	<b>192</b>	<b>693</b>

## WORKING WITH FACILITIES

---

### 2,236 Physician Opportunities Posted

#### Top Specialties

- Family Medicine – 919
- Internal Medicine – 269
- Pediatrics – 164
- Psychiatry – 160
- Obstetrics/Gynecology – 122

### 2,938 Non-Physician Opportunities Posted

#### Top Professions

- Registered Nurses – 458
- Nurse Practitioners – 403
- Dentists – 333
- Physician Assistants – 164
- Physician Assistants/Nurse Practitioners – 85

## ACT AS THE TRUSTED RESOURCE

---

### Technical Assistance By Facility Type

- Rural Health Clinics – 1,542
- Community Health Centers – 1,445
- Critical Access Hospitals – 738
- Other – 1,069

Numbers indicate how many facilities (i.e. how many hospitals or clinics) our members helped

### Marketing/Educational Resources Utilized By Members

- Exhibits/job fairs – 25
- 3RNet promotional items – 34
- 3RNet flyers – 30
- Email blasts – 28
- Residency visits – 25

N = Members using each resource

## STAFF ACCOMPLISHMENTS

---

Our latest website redesign deployed at the beginning of 2020 and was one of our most significant and robust website upgrades ever. Website updates include the ability for 3RNet members to send referrals (either automatically or manually) through the 3RNet website and the addition of “My Candidates” which allows members to option track their interactions with job seekers in customizable ways. Other updates included bringing 3RNet.org up to speed when it comes to data collection best practices.

We further engaged our communication partner, Impact! Communications, to help us strategically improve our 3RNet brand. We began a six-month retainer in May 2020 to strengthen 3RNet’s identity to all audiences through consistency in branding and storytelling.

Despite not traveling due to the pandemic, our education outreach carried on! We were able to provide education opportunities virtually for Alabama, Missouri, and the Texas A&M Center for Optimizing Rural Health. In partnership with Colorado Community Health Network (CCHN) we completed work with five Community Health Centers to develop and implement key components of comprehensive workforce plans. We were also invited to be part of a Technical Advisory Panel with HRSA on Health Center Workforce Well-Being.

We continued to grow our Recruitment for Retention Readiness Assessment program, utilizing tools developed by 3RNet staff to help a single facilities assess how prepared they are to successfully recruit and retain health care professionals. The initial program began in 2018 in Montana and concluded in 2020 after 13 facility evaluations. We contracted with Texas A&M Center for Optimizing Rural Health (CORH) Vulnerable Hospital program and delivered a four-part webinar series in the summer of 2020 and provided virtual recruitment and retention readiness assessments to 10 cohort hospitals. We will continue our work with CORH in 2021.

A look back on this time would not be complete without addressing the impact of Covid-19 on our organization. As an organization, 3RNet saw both some positives as well as some setbacks from Covid-19. We saw an increase in candidates registering on the website and looking for work, but also saw a slight decline in jobs posted to the website. If 2020 taught us anything, it was that our work to increase access to health care in rural and underserved communities across the country is both important and necessary!



# NATIONAL RURAL RECRUITMENT & RETENTION & NETWORK



# IMPACT

---

## 1,259 Physician Placements

According to Rural Health Works, each primary care physician practicing results in adding 24.2 jobs and \$1.4 million in payroll. Applying this data to all of our physician placements, we added an estimated 30,467 jobs and \$1,762,600,000 in economic impact across the country!

## 296 Nurse Practitioner/Physician Assistant Placements

Rural Health Works estimates that each NP/PA placement adds 12.8 jobs and \$679,799 in payroll. Our nurse practitioner and physician placements added an estimated 3,788 jobs and \$201,220,504 in economic impact nationwide!

## 124 Dentist Placements

Rural Health Works estimates each dentist placement adds 7 jobs and \$400,000 in payroll. Our dentist placements added an estimated 868 jobs and \$49,600,000 in economic impact!

You can learn more about Rural Health Works' formula for these calculations for physicians, dentists, and nurse practitioners/physician assistants here: <http://ruralhealthworks.org/tools-templates/economic-impact/>

# JOB POSTINGS

---

## Dollars Saved

The cost of posting health professional jobs on online job boards vary, and they can also add up quick! If each post cost, for example, \$300, this means 3RNet saved safety net facilities an estimated \$1,552,800 in getting the word out about the opportunities they have available.

## Opportunity Views

Job seekers viewed opportunities on 3RNet.org 280,607 times last year.

**35,123 JOBS ADDED**  
**+ \$2,013,420,504 ECONOMIC IMPACT**  
**+ \$1,552,800 IN SAVINGS**

---

**IMPROVED ACCESS TO HEALTH CARE**  
**NATIONWIDE.**



# A CLOSER LOOK AT THE DIFFERENCE WE MAKE

---

## Wheatland Memorial Healthcare in Harlowton, Montana recruited a Family Medicine PA/NP through 3RNet.

Wheatland Memorial Healthcare (WMH) is a 25-bed Critical Access Hospital with an attached clinic. WMH employs 84 people while averaging 60 ER visits a month and about 310 clinic encounters. Out of the 25 beds, usually 20 are swing patients with five beds left for skilled and acute patients.

WMH is the only hospital or clinic within a 50-mile radius and 90 miles from a large facility. They are able to save lives by stabilizing patients while waiting for help flight to arrive. Wheatland Memorial is also the largest employer in Harlowton.



The population of Harlowton is around 1,000 but there are about 3,000 in the service area. This is a big agricultural area with lots of family ranches. Harlowton is very centrally located in the state and is within two hours of four major cities. Recently they have seen their younger community members returning to start small businesses like a coffee shop and brewery.

The small-town feel and knowing your neighbors make Harlowton a great place to live. Small class sizes allow kids to be involved in any club or sport they enjoy without the worry of being cut from a team. The community is also very generous with scholarships for graduating seniors.

WMH's recruiter, Peggy Hiner, recruited an NP/PA through 3RNet. For Peggy, "3RNet offers a place to post jobs and get an education without fees. It is also nice that 3RNet understands rural healthcare, unlike most recruitment companies," she said. Peggy also shared that being very organized and holding meet-and-greets with the community have helped in their recruiting efforts.

Harlowton's own community members play a big role in selling their community.

Congratulations, Wheatland Memorial Healthcare and Harlowton, Montana on increasing your capacity to deliver quality health care to rural Montana!

## Cascade Memorial Center in Cascade, Idaho recruited a Family Medicine Physician through 3RNet.

Cascade Medical Center (CMC) in Cascade, Idaho employs 60 people through their rural health clinic, 10-bed critical access hospital with a 24x7 emergency room, and physical therapy services. CMC serves 4,000 year-round residents in a hospital tax district that is as large as Rhode Island and Delaware combined.

CMC patients live anywhere from across the street to three hours away. If not for CMC, some patients would have to drive another 45 minutes to see a doctor or go to the emergency room. In time sensitive emergencies like STEMI, stroke, and trauma - those 45 minutes save lives.

The community cares for CMC just as CMC cares for the community. Because they see everything from "boogers and boo-boos to broken backs and heart attacks", the variety is intellectually and professionally stimulating.

For many decades, the saw mill was the economic engine of Cascade. After they closed in 2001, the area was depressed. However, Cascade has since bounced back and now has a diversified economy that is still heavily reliant on natural resources. The natural beauty of the area is breathtaking -- it includes true wilderness. Cascadians enjoy world-class skiing at Tamarack, ice fishing and boating on huge Lake Cascade, kayaking world class white water on the Payette River, and hiking, mountain biking, boating, hunting, fishing, and more.



For CMC's recruiter, Tom Reinhardt, "3RNet makes it easy to get our openings in front of many candidates who are early in their career." By using 3RNet as part of his recruitment efforts, Tom was able to successfully find and hire a Family Medicine physician. Congratulations on increasing your capacity for delivering health care for rural Idaho!