

STRATEGIC PLANNING & MARKETING

This document of resources serves as a starting point for building a recruitment and retention sustainability plan.

PROGRAM	DESCRIPTION
3RNet Marketing for Community Health Centers	A comprehensive guide for marketing your community health center. Use this guide to identify and communicate strengths and challenges of the community when recruiting providers.
3RNet Marketing for Rural Communities	A comprehensive guide for marketing your community health center. Use this guide to identify and communicate strengths and challenges of the community when recruiting providers.
3RNet Marketing for Rural Health Clinics	A comprehensive guide for marketing your rural health clinic. Use this guide to identify and communicate strengths and challenges of the community when recruiting providers.
CDPHE Health Professional Shortage Area Maps	Maps and data you can use to determine whether your community is in a Health Professional Shortage Area (HPSA). HPSA scores can be utilized in marketing provider loan repayment programs.
Provider Malpractice Coverage	Offers malpractice coverage for physicians, advanced practice providers, group practices, and medical facilities/hospitals. Obtaining membership can be utilized as an additional benefit to providers.
State Health Information Exchange	A health information exchange platform that will streamline access to patient history and data exchange with physicians. This service is free for rural health clinics and critical access hospitals.
Star2Center Provider Retention and Recruitment Plan Template	This template walks you through aspects of a healthy recruitment and retention plan. Formatted as a working, living document this template can be adjusted as facility needs change.

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Star2Center Recruitment and Retention Toolkit	A curated 32 question-based assessment used to identify strategies that may improve provider recruitment and retention. From the assessment, tailored recommendations for a strategic plan can be made.