

Colorado Rural Health Center 2022 Retention Strategy

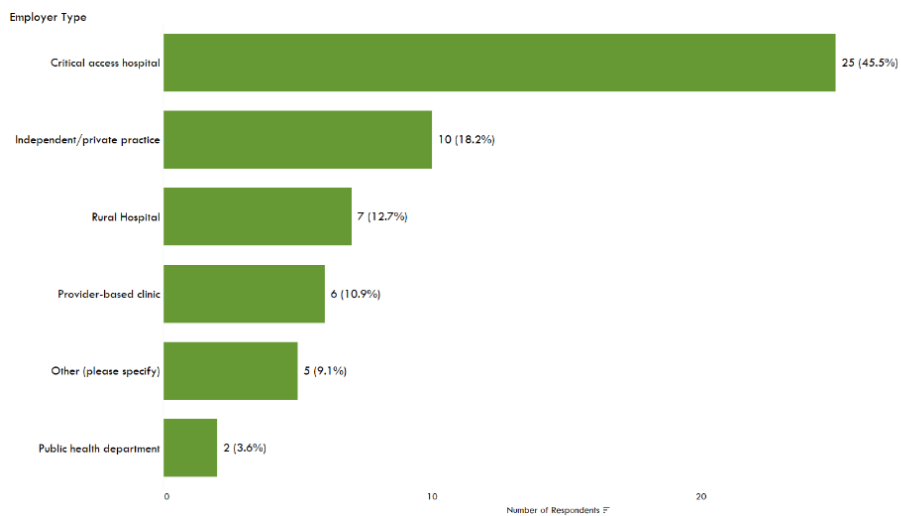
The Colorado Rural Health Center (CRHC) was awarded a grant through the Colorado Department of Public Health and Environment (CDPHE) via the Center for Disease Control (CDC) to support and improve recruitment and retention of necessary health care providers, public health professionals and other health professionals in rural communities. A workforce-based environmental scan from various rural regions of the state was conducted to showcase realistic benefits and changes of rural healthcare practice. Outlined below is our retention strategy which includes successful retention policies and recommendations for healthcare employers to support the sustainability of a stable workforce.



39.4%

of respondents felt the turnover rate was not expected/normal for their facility

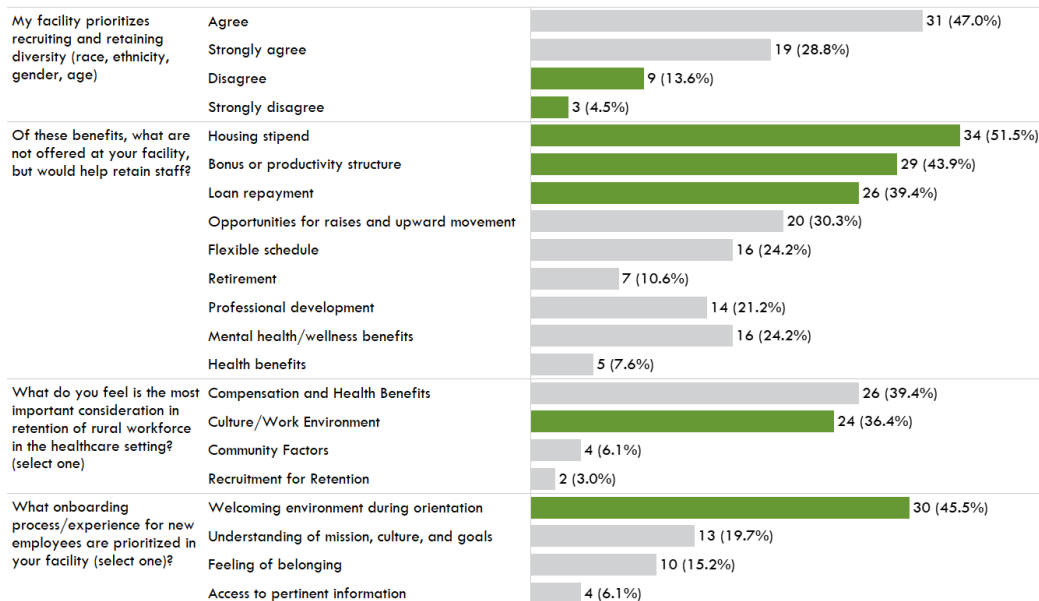
65 total respondents



To better understand what was working well and what was not, respondents were asked a variety of questions related to workforce retention. The themes from these data will be used to prioritize retention strategies.



Top Retention and Recruitment Strategies



build a collaborative hiring team

Those surveyed felt retaining individuals required a dedicated recruitment team separate from other roles and responsibilities. They also felt the recruitment team should include leadership as it would aid in hiring individuals dedicated to the facility's overall mission and vision.

A dedicated recruitment team that consists of leadership or intradepartmental team members, will decrease recruitment burnout, increase hiring efficiency, and build a more diverse and inclusive company culture.

We recommend building a team that breaks down the major facets of the recruitment process. This will look different for each facility based on size and needs but a good rule of thumb is to include:

61%
said the
recruitment
team should
include
leadership

- Primary Manager or Recruiter that oversees the recruitment process from start to finish filling in any gaps as needed
- HR Lead that will ensure all employee documents are received and up to date
- An individual that is responsible for sourcing candidates, reviewing resumes/CV's, screening candidates etc.
- Hiring Manger which will change with each open position. This person should have some direct involvement in the department in which the person is applying for. They will interview the candidate, define their role, and make the hiring decision
- Team Members that will on-board the new hire, communicate the company vision and goals and provide a welcoming environment and sense of belonging.

build a diverse and thriving company culture and environment

Employees who feel more connected to their organization show higher levels of engagement. An employee who is welcomed into the facility and celebrated for their contributions will want to stick around!

We recommend having current employees complete the Gallup Q12 which serves as an ongoing survey measuring employee engagement. When recruiting candidates, we recommend the hiring team read and implement diversity, equity and inclusion hiring practices (Gallup) which shows how to recruit your facility's top 20%. Lastly, we recommend creating a strengths-based company culture which puts current team members and newly hired members in a position to succeed.

build a productivity bonus structure or end-of-year bonus

A powerful tool in helping employees feel like they make a difference in their work life while also impacting their personal life.

We recommend assessing current metrics for a reasonable bonus system that meets your facility's and its employees' unique needs. This might be a year-end bonus that isn't tied to performance metrics or a one-time bonus that is offered to individuals or teams that are working toward a specific project or goal.

Be transparent about the why and in the communication of this news. If bonuses aren't a feasible option, consider alternative benefits like additional PTO days.

Resources can be found on CRHC's website under [Recruitment and Retention E-Catalog](#)

A complete analysis of the environmental scan can be found [here](#).

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