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The Colorado Provider Recruitment Program Announced the Placement of Three Healthcare Providers to Rural Sites in Colorado

Last month Colorado Provider Recruitment successfully recruited a Family Physician and two Physician Assistants

(September 2013) Aurora, CO - The Colorado Provider Recruitment (CPR), a nonprofit healthcare provider recruitment and retention program of the Colorado Rural Health Center (CRHC), announced that it placed three providers in rural Colorado last month. "The CPR program averages approximately 17 provider placements annually, so three providers in one month is a huge milestone," according to Sara Leahy, Colorado Provider Recruitment's Program Manager.

The placements were made in almost every corner of Colorado, said Jamie Groy, CPR's Senior Recruitment Coordinator, "In fact, two placements were made in counties that are considered frontier – meaning they have six or fewer persons per square mile – so it is great to know residents will have access to a well-trained, highly qualified provider." The program placed a Family Physician in Delta, a Physician Assistant in Walsenburg and a Physician Assistant in Yuma, CO.

Recruiting healthcare providers to rural locations is a challenge for every state. In fact only 11.4 percent of all physicians in the United States practice in rural areas, despite rural making up 20 percent of the population. "We are only going to see these figures exacerbate in the years to come as we prepare for major shortages of healthcare professionals," said Leahy. According to the Association of American Medical Colleges, a shortage of 124,000 full-time physicians is projected by 2025. "Given the broader workforce shortages, we expect the impact to rural areas to be more dramatic," Leahy added, "Actually the figures already indicate an imbalance in the shortage because we know near-retirement primary care physicians constitute a larger proportion of the rural workforce than urban."

There are many factors that make it challenging to place healthcare professionals in rural areas. Despite these challenges, the CPR program has placed 99 providers over the past five years and has a retention rate of nearly 47 percent. The CPR program at Colorado Rural Health Center remains committed to recruitment and retention of dedicated and qualified healthcare professionals in rural Colorado.

About The Colorado Provider Recruitment Program

The workforce department at CRHC is a full service recruitment program that places health professionals in rural and underserved areas, provides recruitment and retention training for communities and facilities, loan repayment navigation, community development, and convening of statewide consortiums. The program officially operates as Colorado Provider Recruitment, established in 2001, with long-standing relationships with Colorado hospitals and clinics. For more information visit <http://coruralhealth.org/programs/cpr/>, or call 303.832.7493.

About The Colorado Rural Health Center

The Colorado Rural Health Center was established in 1991 as Colorado's State Office of Rural Health. As a 501(c)(3) nonprofit corporation, CRHC's serves dual roles as the State Office of Rural Health with the mission of assisting rural communities in addressing health care issues; and as the State Rural Health Association, advocating for policy change to ensure that rural Coloradoans have access to comprehensive, affordable health care services of the highest quality. For more information visit www.coruralhealth.org, call 303-832-7493, or call toll free 800-851-6782 from rural Colorado.

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