



Northeast Georgia Health System



Senate Study Committee on Rural Medical Personnel Recruitment

Diane Poirot, MBA, SHRM-SCP, SPHR

Chief Human Resources Officer

Melissa Rouse, PhD, APRN, CNS-BC, NEA-BC, CENP, CPHQ,

Executive Director, Nursing Excellence and Research,

Interim Executive Director, Medical/Surgical Nursing

Nicholas Benton, MHA, CPRP

Director, Physician Recruitment, Northeast Georgia Physicians Group & Georgia Heart Institute

Presentation Topics

Topic	Presenter
Current state of health care workforce and market challenges	Diane Poirot
Initiatives to educate, recruit, and retain healthcare workers within Northeast Georgia Health System (NGHS)	Melissa Rouse
Recruitment and retention of physicians practicing in rural areas within NGHS	Nicholas Benton



Georgia Nursing by the Numbers

- **101,465** Nurses (RN and LPN) currently employed
- **1.2%** Nursing Unemployment
- In 2022, **34,501** Nursing Jobs were posted
 - In 2010, only **6,914** Nursing Jobs were posted
- **705** New RNs needed each year over the next 10 years
 - Projected Supply Gap of **133** RNs each year
- **228** New LPNs needed each year over the next 10 years
 - Projected Supply Gap of **26** LPNs each year



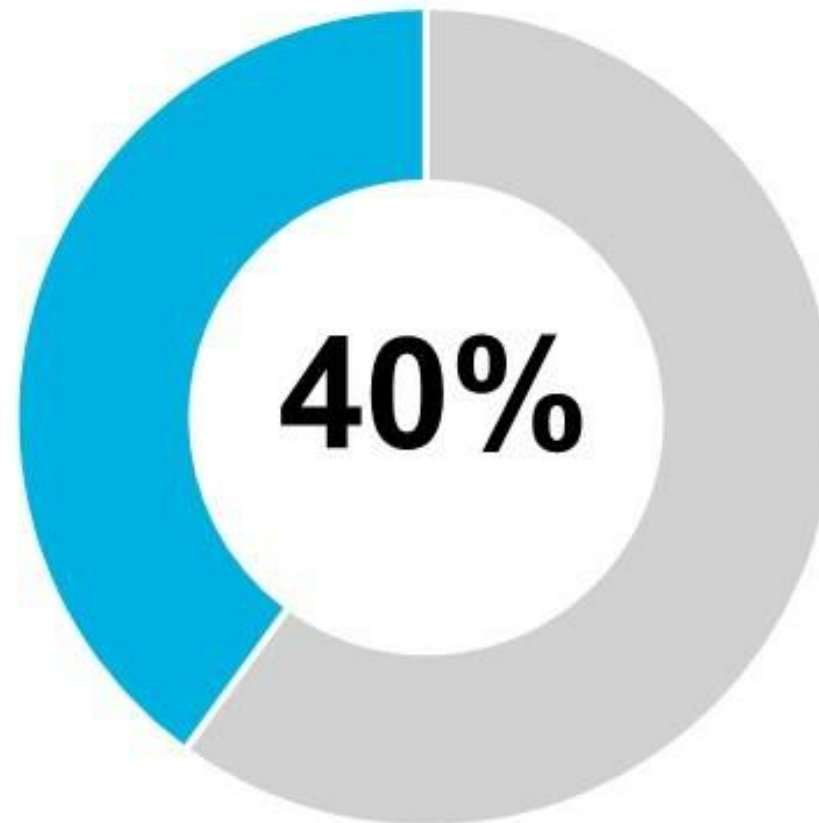
Nursing Leaders Share Top 5 Concerns

- Market Shortage of Qualified RNs – **52.1%**
- Abuse Directed at Nurses – **34.3%**
- Increase in Nursing Labor Costs – **32.2%**
- Unresolved RN Burnout – **28.1%**
- Academic Pipeline won't meet Projected Demand – **22.7%**
- Recruitment of Unlicensed Workforce – **21.5%**



Workplace Violence in Healthcare

Percentage of Workforce Directly Involved in Workplace Violence in the Last Two Years

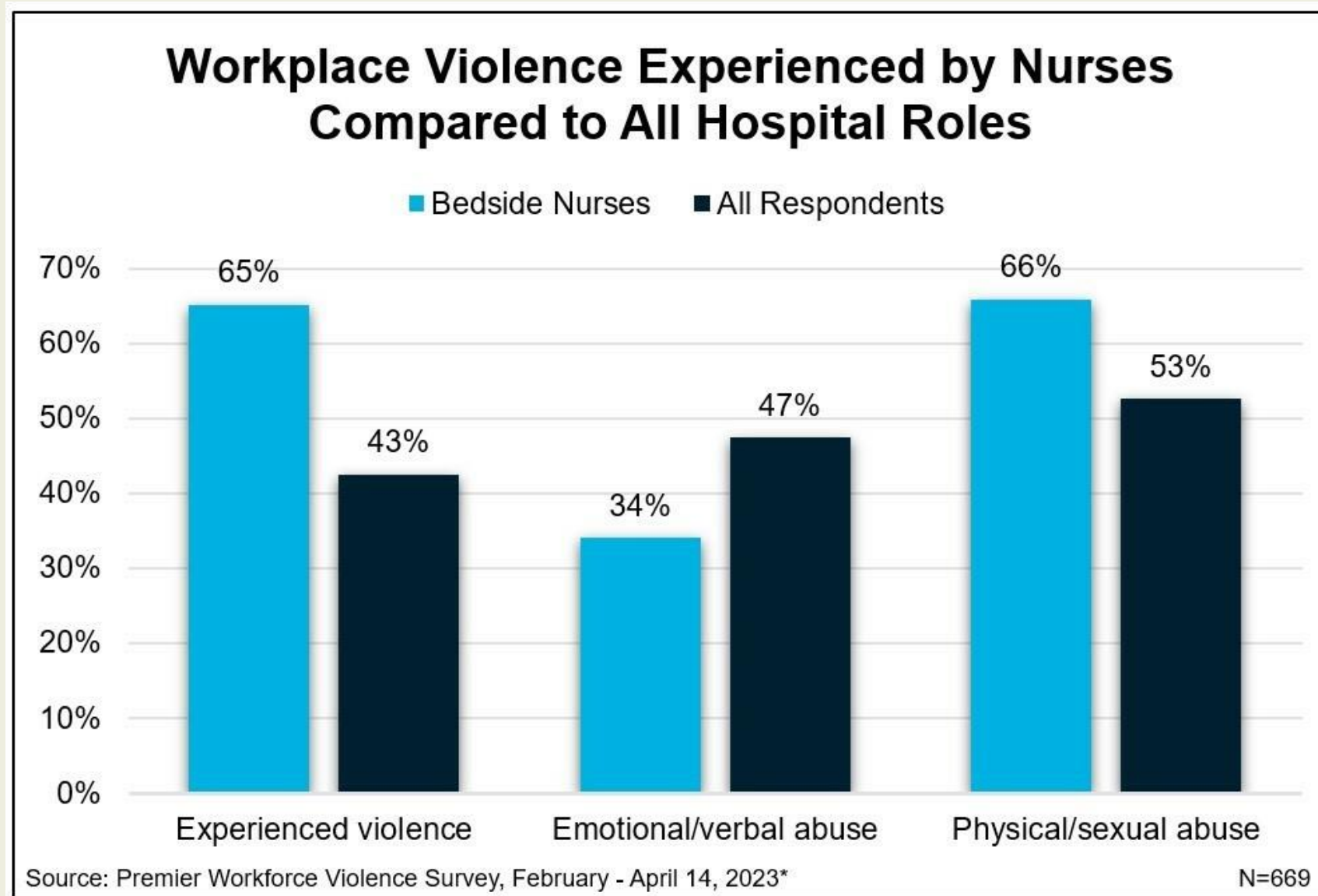


Source: Premier Workforce Violence Survey, February - April 14, 2023*

N=669



Nurses vs. All Healthcare Workers



Workplace Violence Accelerates Against Nurses

- 483 Facilities in Press Ganey database
- Data Reported April – June 2022
- Over **5,000** Nurses reported being Assaulted*

*any encounter involving deliberate forcible, unwanted physical or sexual contact, regardless of whether there is intent to harm

How can we address our Workforce Challenges in the current landscape?



Partnerships with Schools

- UNG
- Lanier Tech
- North GA Tech
- Brenau University

Recruitment- Pipeline

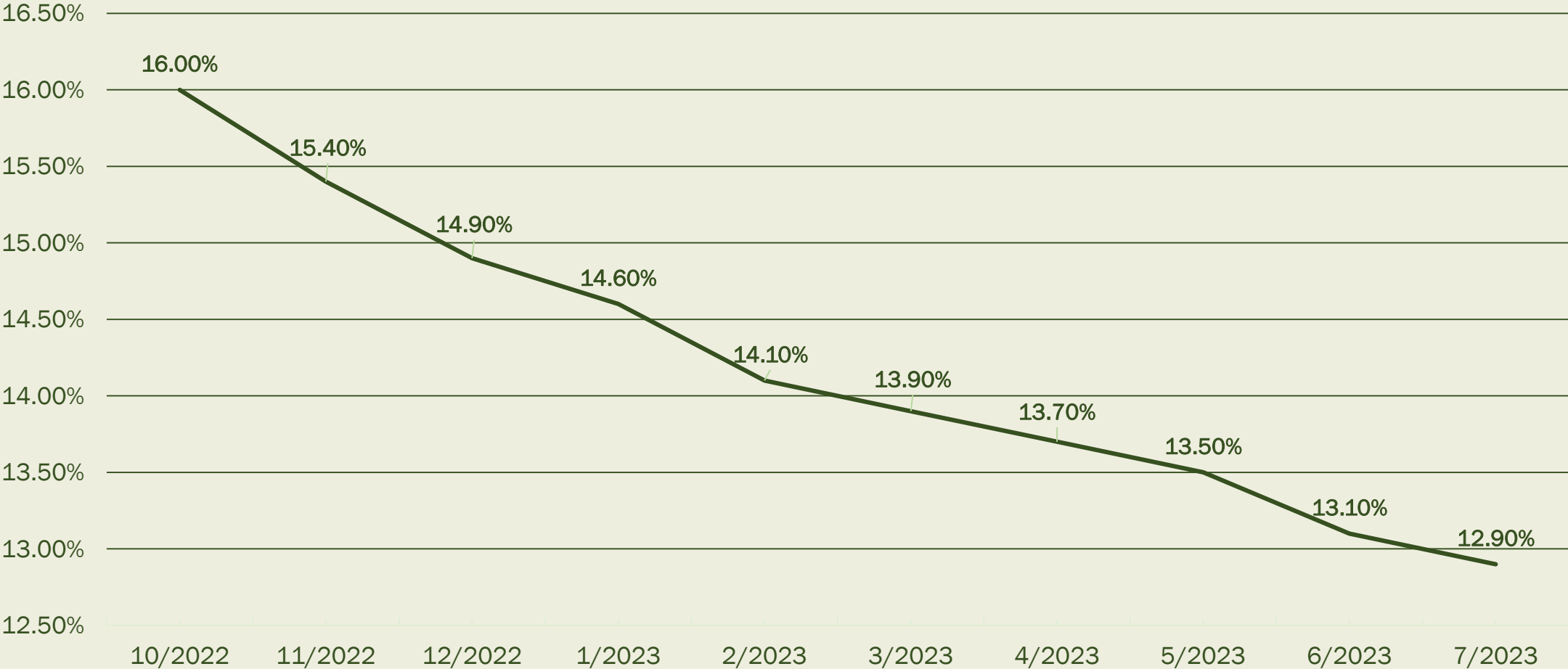
- Lowered hiring age to 16
- Advancement Programs
 - PCT
 - LPN
 - PCT to RN
 - LPN to RN program
- Compass PCTs
- PCT Immersion Program
- Nurse Extern Program
- Work Based Learning

Retaining Employees

- Crisis Prevention Institute –
De-escalation Training
- Career Pathways
- Leadership Initiatives
- PRN programs
- Competitive pay

FY23 Voluntary Turnover – FT/PT

Benchmark - 18.8%

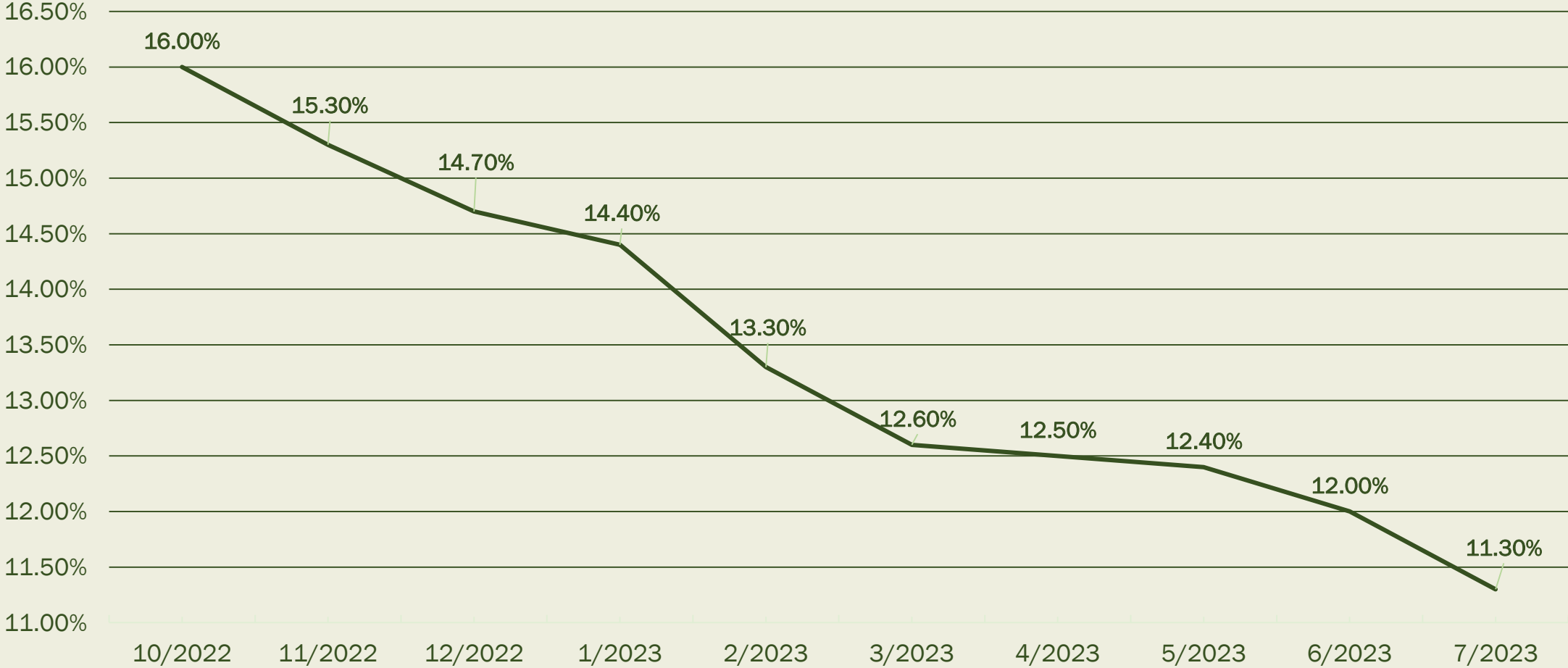


*FY23 calculation - voluntary turnover for full-time and part-time employees. Average headcount for reporting period starting Oct 2022.
*Benchmark – Advisory Board median ending 2023



FY23 Voluntary Turnover – RN Staff – FT/PT

Benchmark – 18.2%



*FY23 calculation - voluntary turnover for full-time and part-time employees. Average headcount for reporting period starting Oct 2022.

*Benchmark – Advisory Board median ending 2022



Opportunities

Increase
workplace safety

Protect identity of injured
Harsher penalties
Funding for increased security



Attract to
Northeast Georgia
Region- Healthcare
Workers & Faculty

Incentivize – Student loan payback
State tax incentives
Car registration breaks
Housing incentives



Rural Physician Recruitment

National Landscape – General Surgery

- The per capita supply of US general surgeons declined 18% from 6.4/100,000 to 5.2/100,000 from 2001 to 2019.
- Rural areas declined by 29.1% and small and isolated rural areas declined by 32.6%.
- In addition, 48.8% of urban general surgeons are over 50 years of age as compared to 55% in large rural areas and 59.3% in small rural areas.
- In 2019, 60.1% of nonmetropolitan counties had no active general surgeon.
- Approximately 1,000 General Surgeons Graduate each year.
- Less than 20% enter the field as general surgeons after 5 years of training, the rest go on to complete specialty fellowships, further decreasing the likelihood of working in a rural setting.
- An estimated 12 graduates per year end up in a rural setting.
- There are an estimated 1700 jobs available in rural settings.



How do we recruit physicians into Rural communities?

- Utilize Rural Health Care Initiatives
 - State Loan Repayment Program (SLRP)
 - J1 Waiver Program
- Incentivize
 - Recruitment Incentives (signing bonus, loan repayment, etc.)
- Focus on the Positive
 - Lower cost of living
 - Hometown Hero
 - Professional Independence
 - Great Place to Raise a family
 - Abundant recreational activities
- Current Physician Involvement
 - Rural Training Opportunities
 - Connecting with currently practicing rural physicians



Physician Recruitment Opportunities

State Loan Repayment Programs (SLRP)

Physicians for Rural Areas Assistance Program (PRAA)

- Limited to Counties with a population of 35,000 or less
- Very Limited application time window
- Very few awards available from state (less than 35)

Georgia Physician Loan Repayment Program (GPLRP)

- It is limited to physicians practicing the specialties of family medicine, internal medicine, pediatrics, OB/GYN, geriatrics, or psychiatry

J1 Waiver Program

Conrad 30 (GA-30)

- Only 30 Waivers for State
- Prioritized by specialty: Primary Care Rural, Primary Care Urban, and then Specialists

Appalachian Regional Commission (ARC) J-1 Visa Waiver Program

- Limited Specialty Eligibility: family practice, general pediatrics, obstetrics, internal medicine or psychiatry.



Effects on Recruitment Strategies

Placements

Placement Totals

- 3,262 Total placements
- 1,382 Physician placements
- 397 J1 Physician placements**
- 1,230 Health professional placements
- 650 Behavioral health professional placements

J1 Placements by Speciality

- 18 Family Medicine
- 56 Internal Medicine
- 25 Pediatrics
- 17 Psychiatry
- 7 General Surgery**
- 3 OB/GYN
- 2 Internal Medicine / Pediatrics
- 269 Other

Physician Placements

- 281 Family Medicine
- 193 Internal Medicine
- 172 Psychiatry
- 60 Pediatrics
- 21 OB/GYN
- 14 General Surgery**
- 11 Internal Medicine / Pediatrics
- 630 Other

Physician placements by location

- 366 Rural
- 14 Frontier
- 1,002 Other

Primary Care Health Professional Placements

- 333 Nurse Practitioners
- 156 Dentists
- 116 Registered Nurses
- 145 Physician Assistants
- 51 Pharmacists
- 429 Other

Primary care health professional placements by location

- 640 Rural
- 23 Frontier
- 567 Other

Behavioral Health Professional Placements

- 348 Psychologists
- 273 Social Workers
- 5 Substance Abuse Counselors
- 24 Other

Behavioral health professional placements by location

- 68 Rural
- 0 Frontier
- 582 Other





Questions?
