

3RNet 2017 Annual Conference

Member-to-Member Sharing - September 13, 2017

Behavioral Health Workforce Development

Michele Petersen, MBA

Workforce Development & Recruitment Coordinator



This presentation is financed under an Agreement with the State of New Hampshire, Department of Health & Human Services, Division of Public Health Services, with funds provided in part or in whole by the State of New Hampshire and/or United States Department of Health & Human Services.

Our Focus

- Family Physicians, Internal Medicine, OB/GYN, Pediatrics & Dentists
- Nurse Practitioners, Certified Nurse Midwives & Physician Assistants
- **Expanded into Behavioral Health and Substance Use Disorder Treatment**



Behavioral Health and Substance Use Disorder Treatment Professionals:

- Psychiatrists
- Psychiatric Nurse Practitioners
- Clinical or Counseling Psychologists
- Licensed Clinical Social Workers
- Licensed Mental Health Counselors
- Licensed Marriage & Family Therapists
- Licensed Alcohol & Drug Counselors (LADCs/MLADCs)



Behavioral Health and Substance Use Disorder Workforce Development Plan



What We Learned - The Environment

- High demand & limited pool of applicants
- Psychiatrists & Psych Nurse Practitioners most challenging
- Master's level position unique challenges
- Aging Population – National=38, NH = 42.8
- Low Unemployment – National=5%, NH = 2.9%
- Low salaries
- College Debt
- Stigma



Survey Says...

- Psychiatrists, Psych NPs, MLADCs
- 74% aged 45 or older
- 55% practicing 10 or more years in NH
- Why choose to practice in NH?
 - Quality of Life (type of lifestyle)
 - Proximity to Family and/or Friends

What can we do?

- Greater Visibility
- Strategic Marketing and Outreach
 - Relationships with Students & Training Programs
 - Relationships with Professional Associations
 - Retention Activities and Collaboration with Employers
 - Technical Assistance



Premium Promotional Plan



Michele Petersen mpetersen@bistatepca.org

Mandi Gingras mgingras@bistatepca.org

