

3RNet 2018 - 2019 Accomplishments

This spring we hosted our first **Leadership “advance”** in St. Louis! 3RNet board members and staff met with facilitator Todd Linden. The result of our brainstorming and discussion was a two-year strategic map to help guide the direction of our organization. **The following four areas were determined to be the most important to focus on: membership, identity, candidates, and revenue/partnerships.** Our strategic map led to us engaging with a communication consulting firm, **Impact! Communication** to help us strategically evaluate and improve our brand identity.

We've had several **Membership Updates** in the past year, our biggest being the **approval of Medi-Sota as our Minnesota organizational member.** Medi-Sota, who represents over 30 critical access hospitals, is also partnering with the Minnesota Association of Community Health Centers to expand their recruitment services. **We also transitioned membership from one organization to another in both Oklahoma** (now in the State Office of Rural Health) and Texas (now in the Primary Care Office).

3RNet members and staff worked hard toward our **Marketing Success**, exhibiting at seven national conferences: the AAFP FMX, ACOFP, AAFP National Conference, AANP, ACP Internal Medicine Meeting, FMEC, and USAFP. These events added hundreds of additional registrations to 3RNet.org. **The AAFP National Conference brought in our highest registrations ever for an event,** in turn marking **July 2019 as having our highest registrations ever, with 600+.** We also ran several national ads this year including: Adventures in Medicine, American College of Physicians' *Internist*, JAMA Network and JAMA Career Center, the New England Journal of Medicine, and *PracticeLink* magazine.

Our latest **website redesign** is well underway and we're very excited about the opportunities this upgrade will create for members. All referrals will be done through the 3RNet website (say goodbye to having to download and email endless spreadsheets)! The goal here is to make the **referral process much easier for members**, while also adhering to current data collection best practices. Members will also have the option to automate referrals, so candidates can be simply shared with employers. We are also excited about rolling out a new **“Monthly Impact Statement”** which will regularly end up in your inbox each month showing the impact within your state through 3RNet. This redesign will also include several smaller **improvements toward search engine optimization (SEO), mobile friendliness, data tracking, and user friendliness.**

3RNet.org web stats continue to improve month-to-month compared to past years. To date we are up almost 800 registrations compared to this time last year. And, we continue to see growth in a variety of professions outside physicians. **Registrations echo jobs added to the site, so thank you for continuously posting jobs** and reiterating the importance of this to the employers with whom you work!

Recruitment Readiness Assessment program continues in partnership with the Montana State Office of Rural Health and has **reached nearly a dozen communities and facilities.** This 'train the trainer' approach includes member collected interviews, a website review, and the delivery of a final report to leadership.



Our **Education Outreach** continues to grow. **We've worked with several states to provide both in-person and virtual presentations**, including: Alabama, Connecticut, Kansas, Maine, Massachusetts, Mississippi, and Missouri. **We continue our partnership with ACU** and were able to take part in their Retention Academy as faculty and conduct on-site assistance to facilities struggling with rural and underserved recruitment for retention practices in Texas.

3RNet Plus has benefited several members and continues to grow! www.plus.3RNet.org provides a menu of services (beyond membership) available for purchase—either individually or in value-priced packages. Our continued goal is to better communicate the services some members are already requesting from 3RNet and provide a variety of options to match the diversity of our membership organizations! This spring and summer we took on a larger-scope project for our Washington member which resulted in creating:

- The Washington Health Workforce Gateway website
- Marketing and promotion materials including the creation of a logo and branded look, displays, a marketing postcard, several white board videos, and other marketing deliverables

The **sub-award** we have with the National Rural Health Association through their cooperative agreement with the Federal Office of Rural Health Policy was recently renewed for another term. This partnership has been part of 3RNet's funding since our inception in 1995.

Last fall we offered our third annual **3RNet Recruiting for Retention Academy**, which was another great success! This six-part webinar series recorded 633 registrations from 33 states. Nineteen states participated in our "statewide sponsorship" opportunity for \$2,000 and leveraged over \$267,000 by allowing facilities to register using this option. The **2019 Academy, Recruiting for Retention Hierarchy: Building the Foundation begins October 8, 2019**. Learn more about the Academy at www.academy.3rnet.org.

The **2018 3RNet Annual Conference** had a record number of total attendees in Philadelphia including: 74 attendees, 19 sponsoring organizations (bringing 35 representatives), 14 speakers, 34 attendees joining our group for our first-ever pre-conference Design & Dissemination Studio and 37 post-conference attendees.

Our most recent **annual report** (www.3rnet.org/impact) highlighted 3RNet.org's success during the 2018 fiscal year (October 1, 2017 - September 30, 2018). During this time period, our website had 3,802 new candidate registrations (adding to the over 58,000 active candidate accounts on our site), 5,567 jobs posted, and 396 new facility registrations (adding to the over 6,700 facilities registered). This all resulted in 2,594 placements and an estimated impact of \$2.5 billion! Our website also had 103,273 visits, 51,822 unique visitors, and 1,161,302 page views.



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